



Ultima

THE STORY SO FAR.





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Foreword



The last few months spent gathering memories of Ultima Sports' history have acted as an incredible reminder as to just how much the company has achieved as it swiftly approaches its 40th anniversary.

From humble beginnings in 1983 through to being acquired by Ted Marlow soon after and going on to smash almost every road car performance record known to man, it goes without saying that I am immensely proud of what our small team has managed to accomplish.

For many decades, Ultima Sports vehicles have been viewed as some of the most respected and formidable sports cars in the world, all whilst remaining fully British and fully hand built. You can rest assured that there's no plans to change these fundamental mantras of the company as we continue to push the envelope of what's physically possible from a road-legal machine in the coming years.

I hope this book reflects the years of sheer passion and talent that have gone into making Ultima Sports the powerhouse that it is today. Enjoy.



Richard Marlow – CEO, Ultima Sports





Introduction

Join us as we delve into the fascinating history of Ultima Sports Ltd – a truly remarkable British supercar company building some of the finest and fastest road and race cars in the world.

Engine & Gearbox

The power train is taken, unmodified, from one source for ease of assembly and reliability. Suitable donors are the Renault 30 range or the Renault 20TS. These all aluminium units offer a wide range of possibilities from a two litre four cylinder engine with four speed gearbox to the very light and powerful 2.6 litre V6 with the five speed transaxle.

Standard manufacturers options on these engines include fuel injection and turbo-charging.

Brakes & Pedals

Disc brakes all round are provided. These employ a dual circuit system with twin master cylinders, operated from our own pedal assembly, which also incorporates the hydraulic clutch and accelerator. A Ford Cortina Mk 3 lever operates the handbrake via cables.

Front Suspension & Steering

The chassis is supplied with four purpose built wishbones to accept Ford Cortina Mk 3 or Granada uprights, discs and calipers, with no modification. The arrangement is designed to accept spax concentric spring/gas damper units.

A Cortina Mk 3 rack is employed with track rods lengthened by us on an exchange basis. An unmodified Cortina steering column is used.

Rear Suspension

This uses the original Renault drive shafts and wheel bearings. Specially

Gear Link

Our own design only the Renault

Body & Chassis

The non-structural quality GRP mouldings the windscreen and the windscreen is International Racir. Whilst the windows and rear covers are in

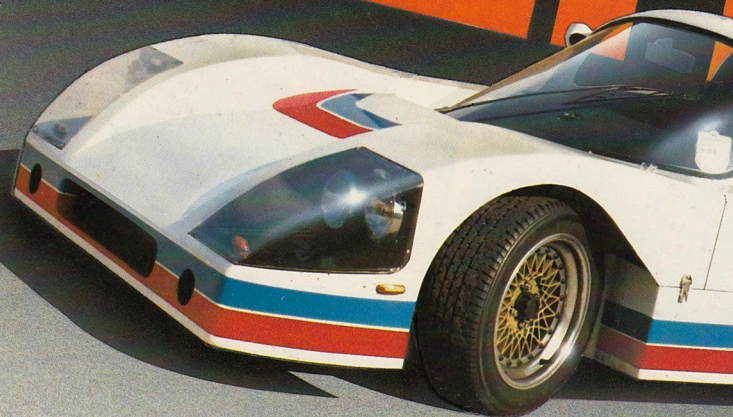
The robust space frame emphasised that this is a three dimensional space spray painted or stoved. A roll-over hoop is supplied. The pedal assembly and brackets. All suspension links and bolts are supplied.

Donor Parts Required

Ford Cortina Mk 3. Steering column, steering link, uprights, front hubs, front disc calipers, handbrake lever.

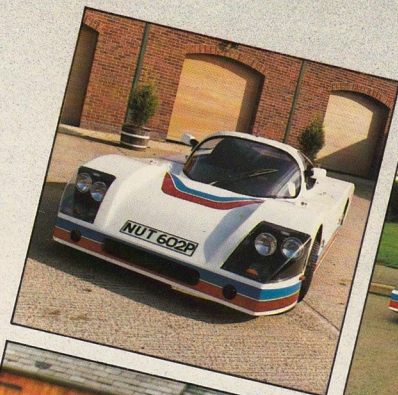
The Ultima is designed to be the ultimate mid-engined road-going Sports car in component form, both in terms of styling and performance.

Inspired by contemporary sports racing cars it is not a replica or copy of any particular type. The car derives its strength from a lightweight yet fully triangulated steel tube chassis, which affords excellent protection to occupants against impacts from all directions, including roll over. The body-work is of top quality GRP reinforced with carbon fibres where necessary. The front and rear sections are quickly removable to provide easy access to all mechanical components.



ULTIMA

mid-engined



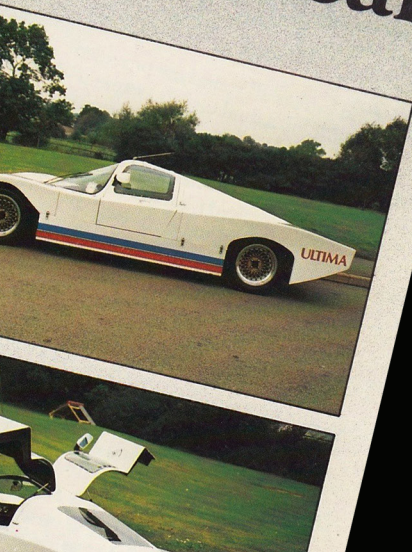
NOBLE Motorsport

KITDEAL LTD

20 STATION ROAD, LITTLETHORPE, LEICES
TEL: (0533) 864234



The ultimate
road going
sports car

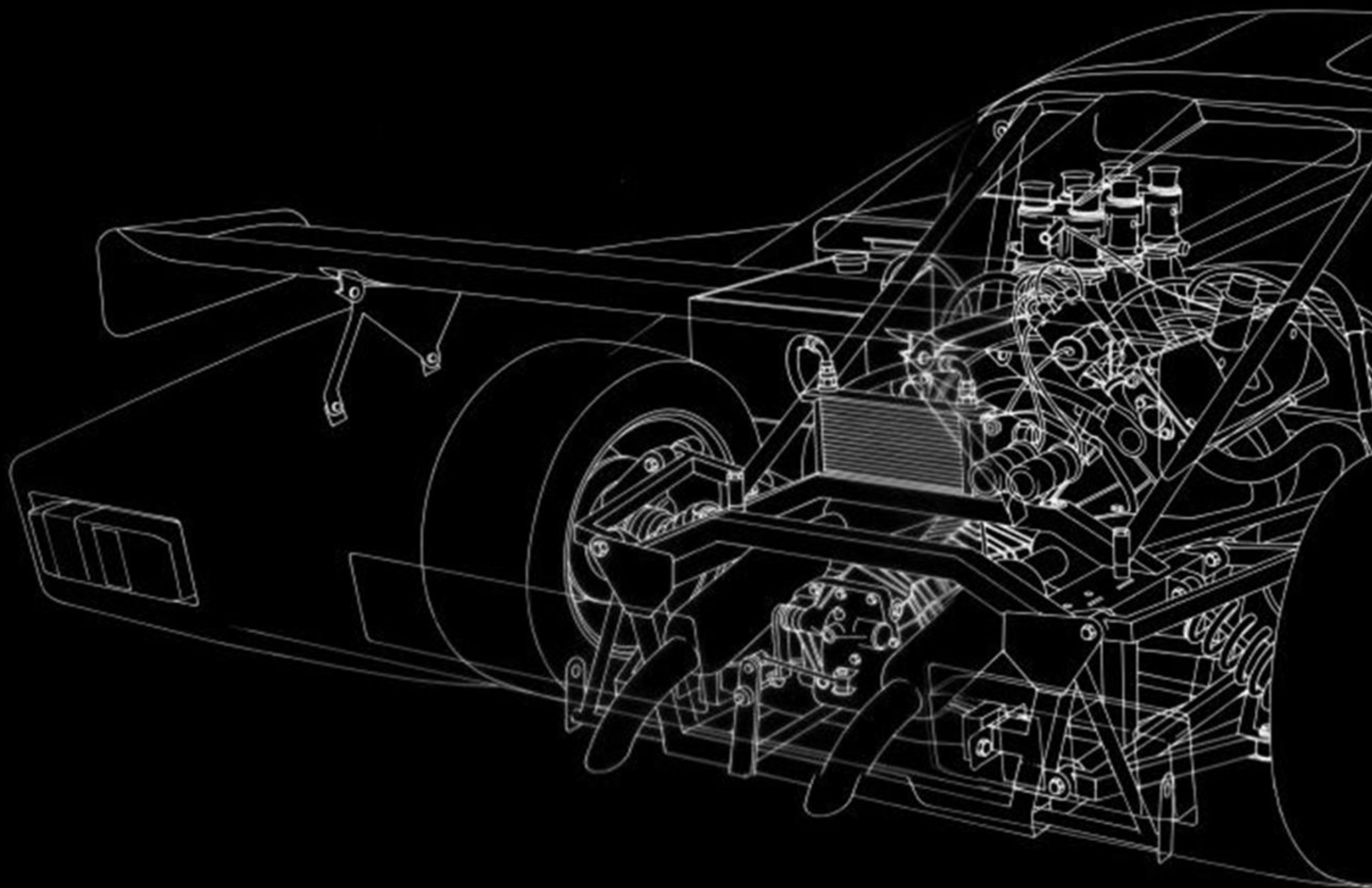


1983

Lee Noble, acclaimed automotive engineer and designer, sets up Noble Motorsport and launches the Ultima Mk1.

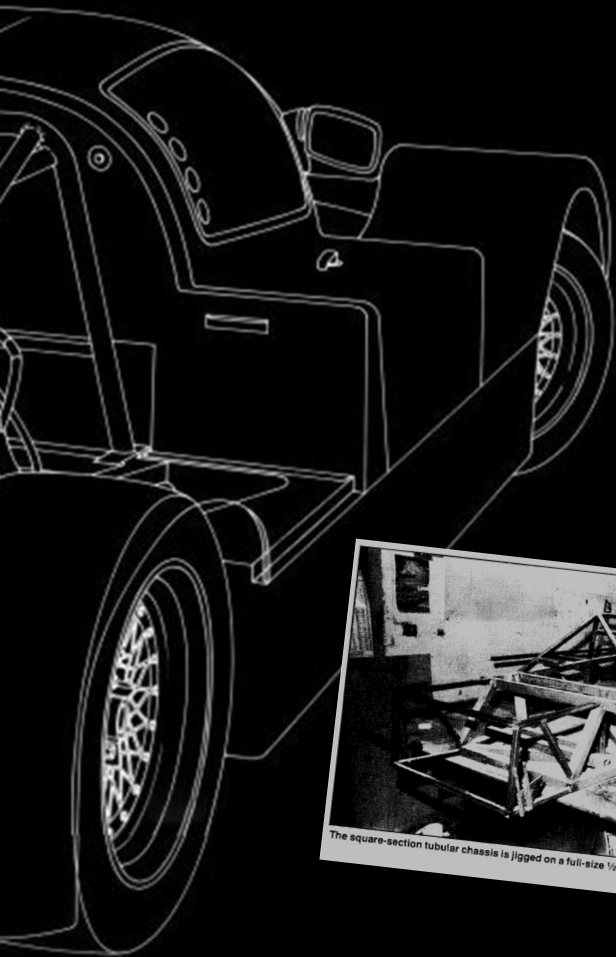
The Ultima Mk1 is born out of Lee's passion and admiration for Le Mans Group C racing, taking inspiration from these monstrous machines that were competing on the world stage in a truly golden era of motorsport.

The Ultima Mk1 has a square tube spaceframe chassis. The V6 engine and five-speed transmission were taken from a Renault 30, with various other components used throughout from Ford, Lancia and Austin.



I can distinctly remember that the first time I ever saw the Ultima was as a child in the paddock of Cadwell Park in the early 1980s. My father (Ted Marlow) was racing a different car at the time and Lee Noble had driven his freshly-completed Ultima Mk1 on the public roads to display it at that race event; my father and myself were gobsmacked by it and were sold on the Ultima instantly – an order was placed by my dad the next day. Life has never been quite the same since then!

Lee Noble is extremely talented and one of the hardest working men I've ever encountered. With the Ultima, he invented a sports car ahead of its time; it was before track days and stripped-out road-going supercars were commonplace, and arguably, the market wasn't quite ready for a Le Mans-styled road racer like this at that time.



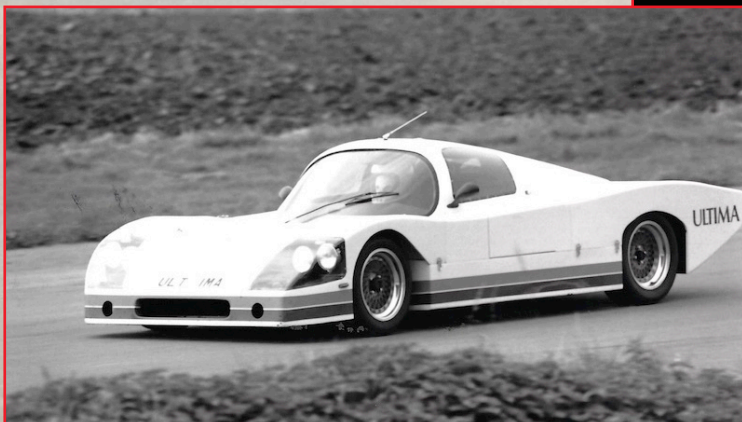
I remember going to Lee's workshop regularly as a kid with my father. His workshop was originally at his parents' house in Littlethorpe, Leicestershire. The whole Ultima invention was clearly a Noble family joint effort fuelled by passion, and they welcomed early customers such as my father into their house. Lee's mother invented the name Ultima, which has certainly stood the test of time.

The whole 1980s Ultima experience was fantastic; it inspired me in my formative years and despite being a young boy at the time, I can still remember a lot of those times like it was yesterday.

Lee Noble was a very likeable guy, as were both of his parents.

Richard Marlow – CEO, Ultima Sports





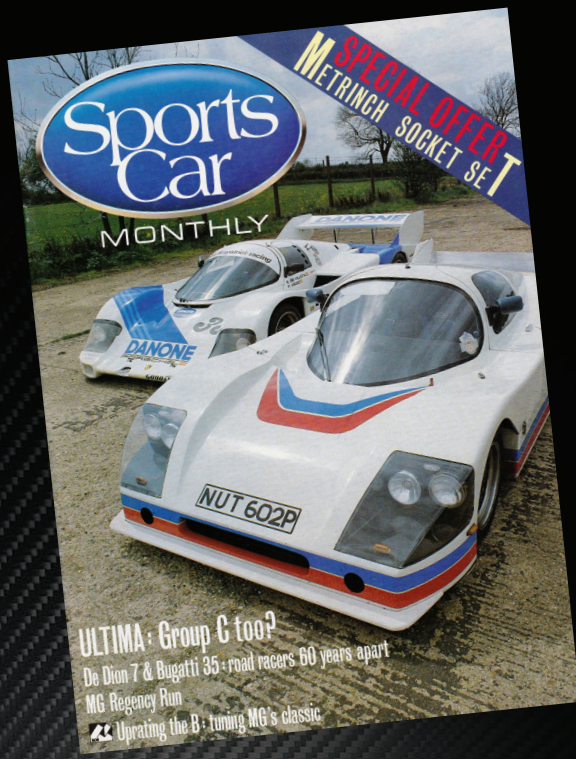
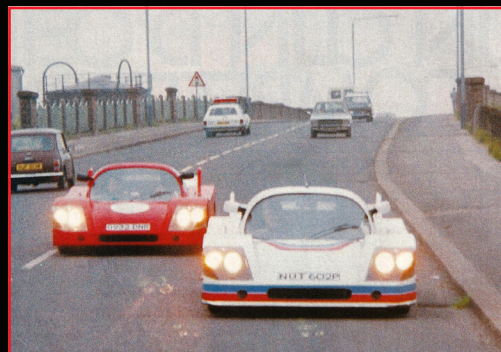
1984-88

Before any Mk1 cars were sold, the Ultima Mk2 was developed, using 99% of the Ultima Mk1 demonstrator car, but with the Renault rear suspension components replaced with Noble Motorsport's own alloy uprights.





Ted Marlow becomes Noble Motorsport's first customer for an Ultima, by purchasing an Ultima Mk2 with a Ford 3.1-litre V6 Essex engine.



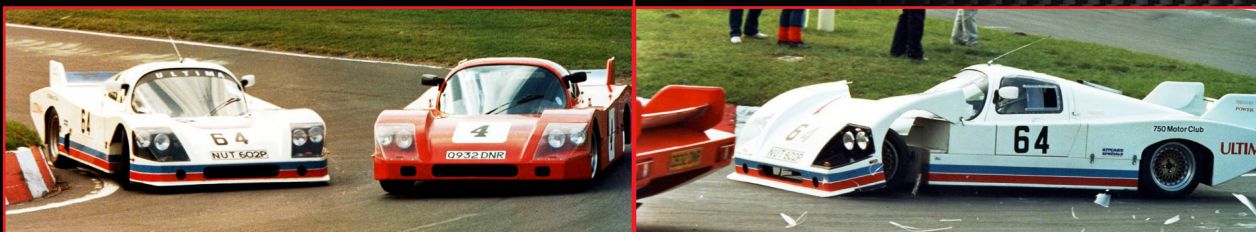
The Ultima Mk2 is featured in its first promotional article and photoshoot alongside a genuine Porsche 956 Le Mans race car.



Noble and Marlow go on to race their cars in a series sponsored by Ted Marlow's civil engineering company. They share many race wins and lap records, and completely dominate the race series. Noble goes on to win the overall championship in his debutant year and for two years in succession.







Lee and my father were a bit of a dangerous duo in the company of one another. They both pushed their Ultimas to the absolute limit during the races – there was never any holding back. They never seemed to bat an eyelid at damaging each other's cars in the heat of battle.

They both had Granada estate V6 tow cars. Lee would often store his race car and trailer overnight in my father's warehouse. We'd all meet up in the early hours to set off to race meetings and they pretty much raced their tow cars to the track, flat out, there and back. Some of Lee's overtaking manoeuvres and cornering speeds with his Ultima on the trailer at the time were frankly madness.

There was a bit of a conflict at one point in time in 1987 between Lee and my father regarding the supply of a Renault V6 highly-tuned race engine. They'd both ordered the same high-spec race engines from the same supplier and both paid equally large deposits, however only one engine materialised in time for the race season. Needless to say, Ted wanted the engine in his car, but Lee fitted it to his own race car. Completely understandable in hindsight.

Lee dominated the season due in part due to this excellent Renault engine and it spurred on my father to seek what is often referred to in racing as the 'unfair advantage'. He quietly decided to go the Chevrolet V8 route and re-engineered the whole Ultima to accept it, involving hundreds of hours behind the scenes. It was uncharted territory at the time, mating the engine to an inverted Porsche transaxle and so on.

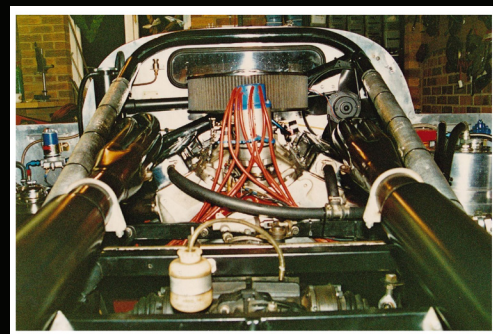
His Chevrolet V8-powered Ultima was three to four seconds per lap quicker than any other Ultima on debut, staggering the racing community at the time. Other Ultima clients quickly copied the same setup. Other competitors were getting upset due to the speed differentials, which created safety concerns and it meant that a lot of the field were being lapped twice in a 10- or 12-lap race.

Richard Marlow – CEO, Ultima Sports

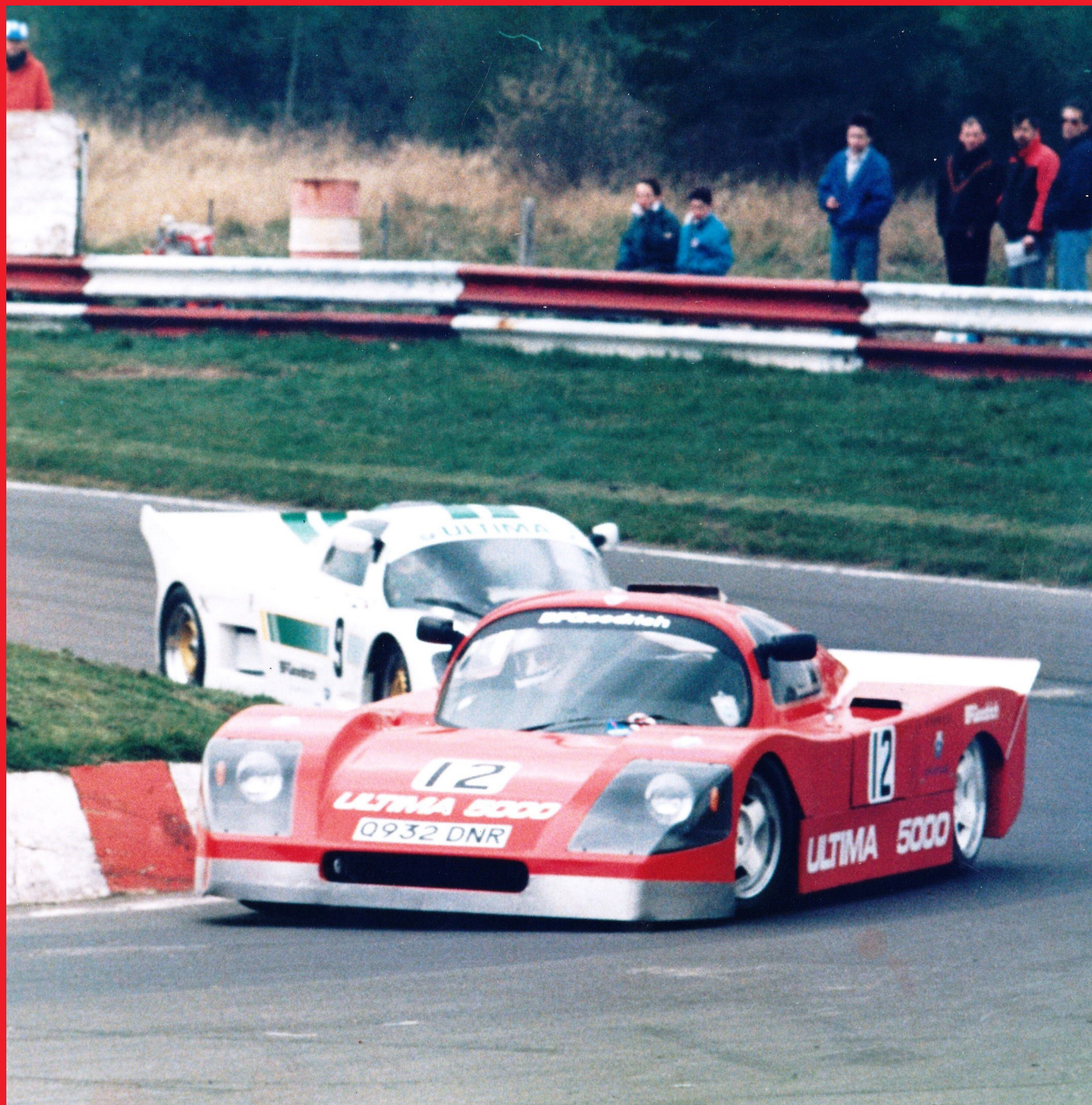


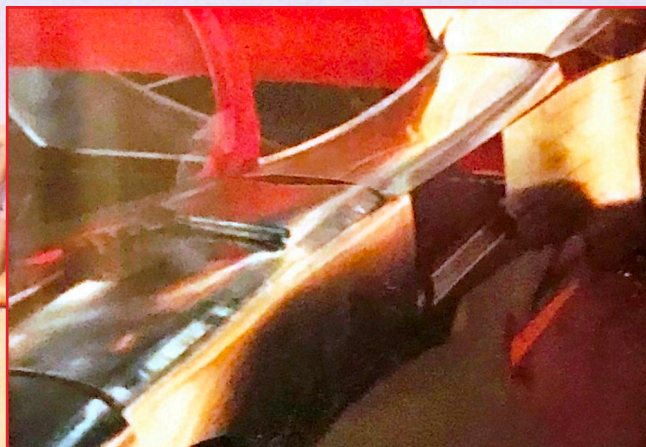


Ted Marlow re-engineers his Ultima Mk2 to accept a small-block Chevrolet V8 engine, coupled to a four-speed Porsche transaxle along with revised suspension and bodywork.



Choosing a Formula 5000-based engine, Marlow goes on to record many race wins in a series now sponsored by Forwell Designs.







1989-90

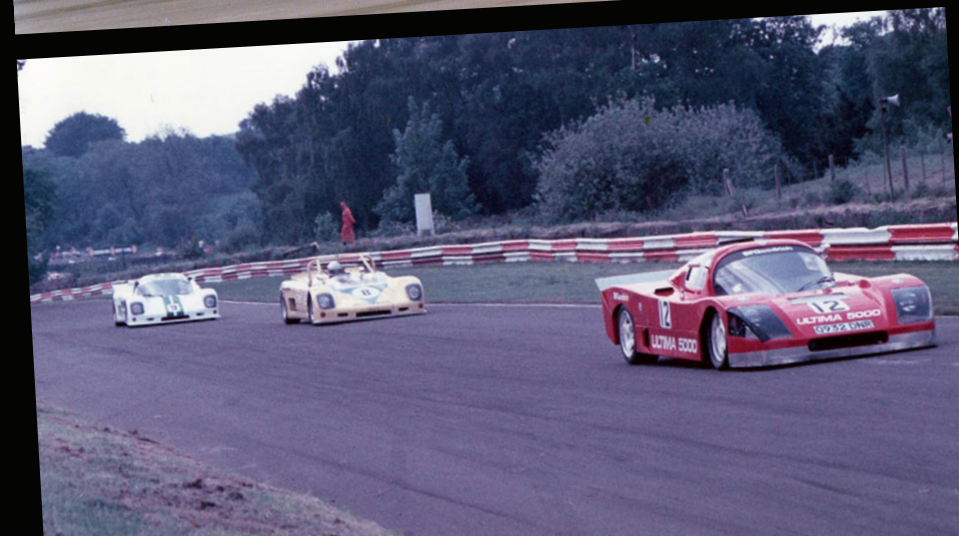
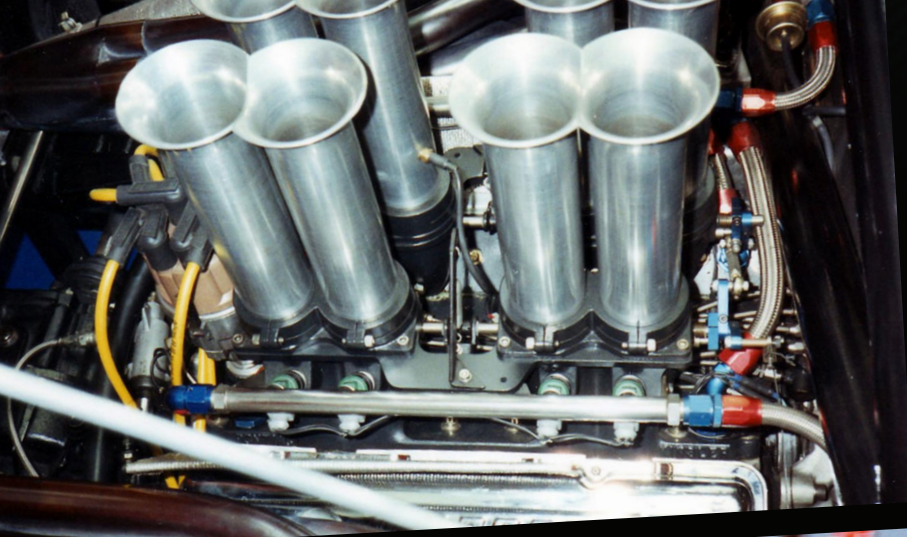
Noble Motorsport commissions a new Ultima body to be designed by an aluminium fabrication specialist. From this first aluminium body, new fibreglass moulds are created. This shape becomes the Ultima Mk3. Ultima Mk2 production ceases.



Noble Motorsport designs a new spaceframe chassis and the Ultima Mk3 is launched, still only offered with V6 Renault power and donor parts.



An Ultima Spyder prototype is built by Noble Motorsport in race form only.



In a bid to go quicker still in his race car on track, Ted Marlow builds an upgraded small-block Chevrolet 377-cubic inch, or 6.2-litre, V8 using a Bowtie block and Kinsler injection, to give a higher torque figure and improve corner exit speeds.

Chevrolet V8-powered Ultima cars dominate races for five years, taking championship victories every season. Ultima cars hold the outright lap record for any car on road tyres on every circuit they race on. The Ultima marque would often lap the entire field in a race at least once.

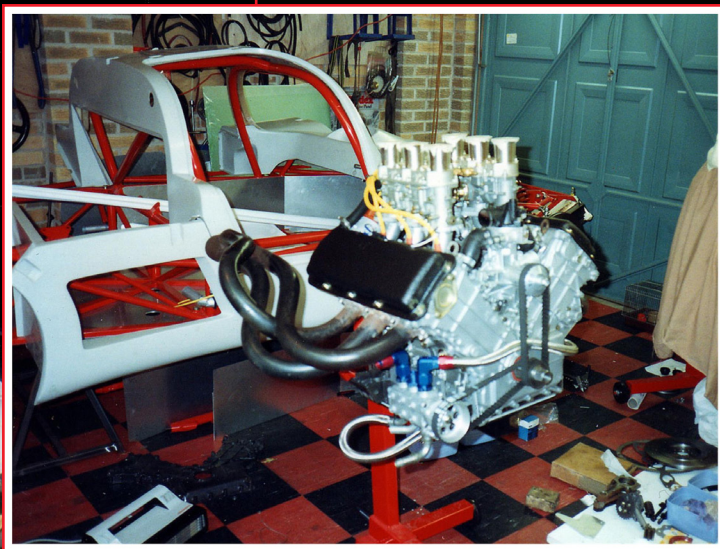
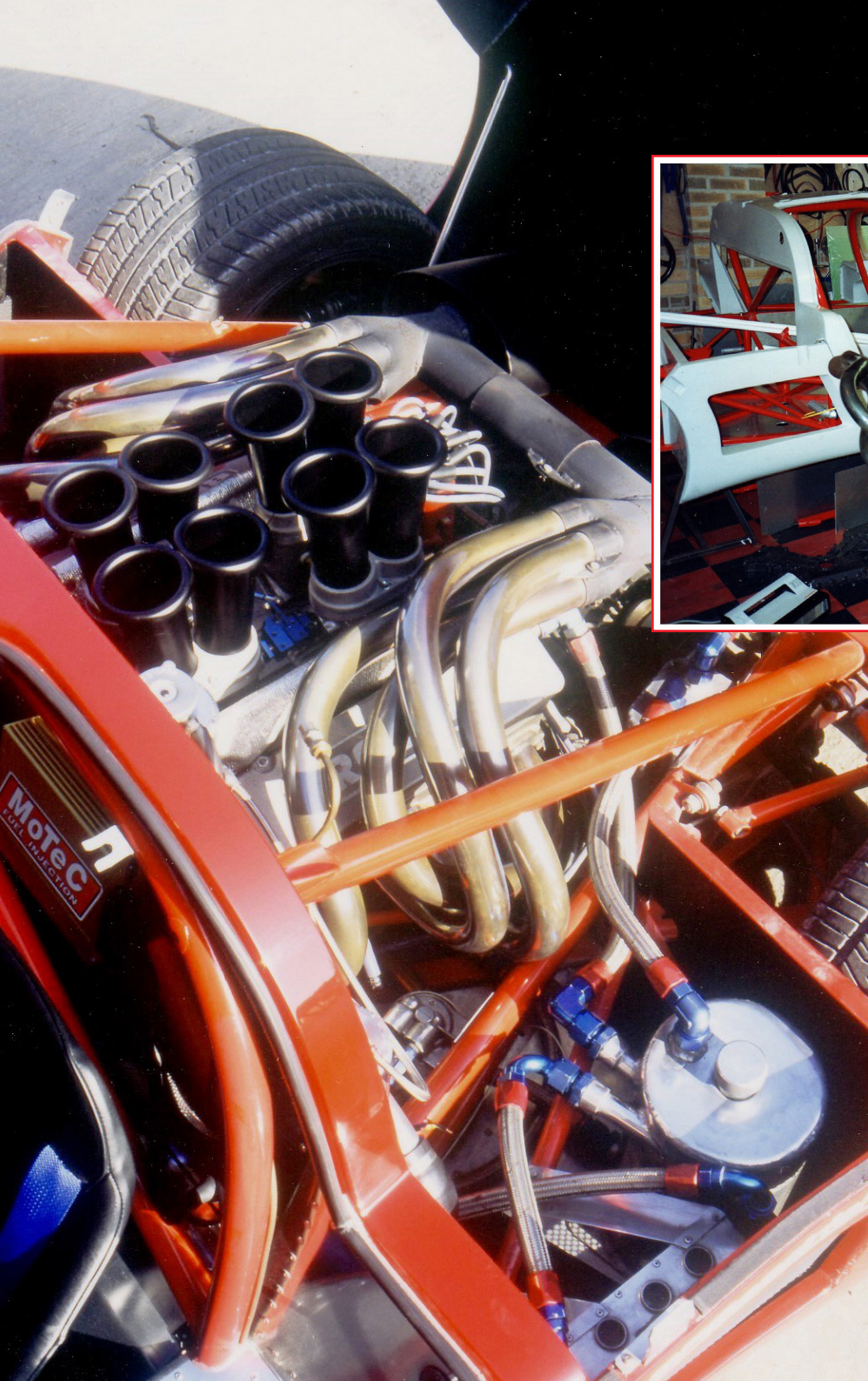




1991

Ultima becomes a victim of its own success by effectively being banned from racing for being too quick and therefore deemed unfair to other competitors.

Ted Marlow purchases an Ultima Mk3 in component form for road use.

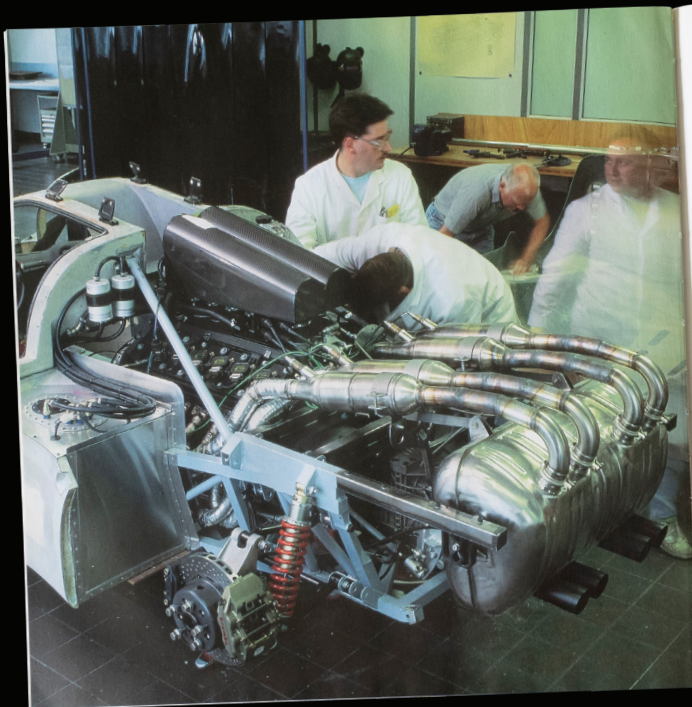


He re-engineers his entire Ultima Mk3 kit to accept a small-block 350-cubic inch, or 5.7-litre, Chevrolet V8 with Motec injection, coupled to a Porsche four-speed transaxle, instead of Renault items.



Banned from racing, my father realised there was huge untapped potential of the Ultima with Chevrolet V8 power as a road-going supercar.

Richard Marlow – CEO, Ultima Sports



The world of McLaren Cars' test vehicle - Edward' - shown in operation at Gurnee, with the British company's first F1 car in the background. The two men in the foreground are working on the engine.



THE HEAVENLY TWINS

EARLY IN MCLAREN CARS' young life it was self-evident that many road miles would be needed to put 'Project 1's various projected systems - including the centreline driving position, brakes, clutch, gearbox, cooling and ultimately the new engine itself - through their paces.

There were two problems - the first F1 chassis was two years away, the first engine six months. The solution was to build some kind of representative car or 'trial' original test mule to progress to many parallel test programmes. Bruce McLaren - former Brabham chief mechanic, with over thirty years' experience in the trenches - ran the Gurnee prototype shop and would build McLaren Cars' first test mule, but internally valuable 'Heavenly Twin'.

He recalled: "When it first became obvious we'd need a test mule, we settled for something readily available on the British kit car market, and I was given the job of building it up to suit". Gordon: "Early on, Mansour Ojha suggested we should buy a Ferrari Testa Rossa and cut it about. It seemed extravagant at the time, but upon reflection it might have been less expensive to do just that". Bruce: "I'd really revised the initial idea of using a Testa Rossa simply because I couldn't bear the thought of having to start among chunks out of a lovely new car."

Instead Bruce, Gordon and Peter researched the field in clandestine visits to kit car shows - generally returning terrified by some of what they'd seen. Early in the spring of 1970 the decision was taken to buy an Ultima kit, and when the basic tube-frame chassis, running gear and body sections arrived at Gurnee it fell to Bruce and his

team to assemble it all into a usable and useful mule. Gordon: "We needed the kit first to evaluate carbon brakes for road use, so it had to have about the right projected weight, and the right power and torque - about 400bhp and 400lb/ft. Bruce found just the engine - or so we thought at the time".

Chevrolet Performance Parts offered what seemed to be "just the thing" - their special 454 cubic inch (7.5 litre) 156 V8, which Bruce bought for 'Cars' as a bare cast-iron and block, and built-up to suit. "He envisaged we'd have been better off buying a complete V8 from a scripper - weeks of work went into obtaining the right parts and assembly, initially with a Carter carburettor, then a four-barrel Holley - which proved to be another mistake. Flooding badly on heavy loads".

The original Ultima chassis was cut about and new tubes superimposed to accommodate the big Detroit V8, which Bruce lowered in the frame by cutting and shunting its wet sump low chamber. Again we should have gone fully dry-sump, it would have been far more reliable. Inevitably test-driving succeeded in running the bearings loose, due to oil surge in the cut-down sump. Every future mount a breeze in the test programme which was driving on hard, all the time."

With the undertaking of building a prototype automobile from scratch, how can you engineer parts for a car that doesn't yet exist? The question is answered by building test vehicles, and at McLaren Cars, they were affectionally known as Albert and Edward.

The TAG McLaren Group purchases two Ultima Mk3s from Noble Motorsport to assist with its legendary McLaren F1 road car production programme.

McLaren was attracted to the Ultima by the excellent engineering, outright speed, lap times and the racing prowess of the Mk2 and Mk3 versions. Two cars were used as prototypes during the development of the world's most expensive and prestigious road car - the McLaren F1. The fact that the Ultima was well under the design weight of the proposed F1 and proportionally very similar were also factors in the decision.

Noble Motorsport supplies chassis numbers 12 and 13, which were the last of the thirteen Ultima Mk3 cars that the company sold. Chassis number 12, christened 'Albert' by the McLaren Group, was used to test the new gearbox using a Chevrolet V8 engine to mimic the torque of the BMW V12. It was also used to test various other features, such as the central driving position and carbon brakes. Chassis number 13, which went under the name of 'Edward', was used to test the BMW-designed V12 engine along with all its ancillaries such as the exhaust and cooling system. Both bodies were heavily modified to suit the many components under test.

Albert and Edward were so useful during the development of the F1 that they became known as the 'heavenly twins' and even merited having their own badge designs.





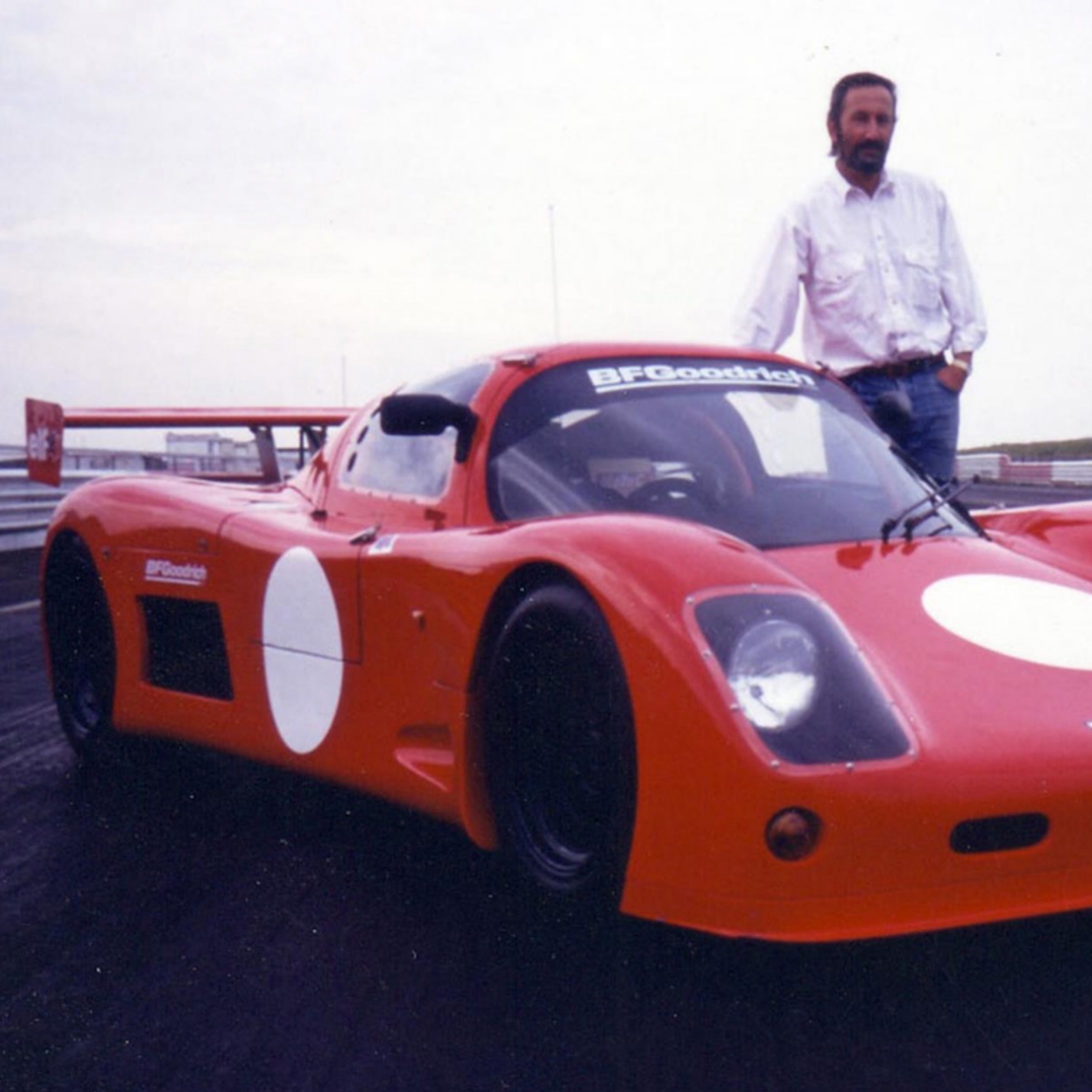
There's no better compliment than when the likes of McLaren purchase your product. They have continued buying products from us in more recent years too. We've sold many Ultimas to other manufacturers, the details of which are always bound by confidentiality agreements, but include four cars to Aston Martin, as well as Prodrive and Gordon Murray Automotive for the upcoming T50 project.

"We've also had our fair share of celebrity clients, particularly with the new EVO and RS models, but we obviously always work with discretion in that respect."



Richard Marlow – CEO, Ultima Sports







1992

Ted Marlow purchases the entire Ultima brand, along with the rights, jigs and moulds for the Ultima Mk2 and Ultima Mk3 from Noble Motorsport, turning his passion and hobby into a new business venture.

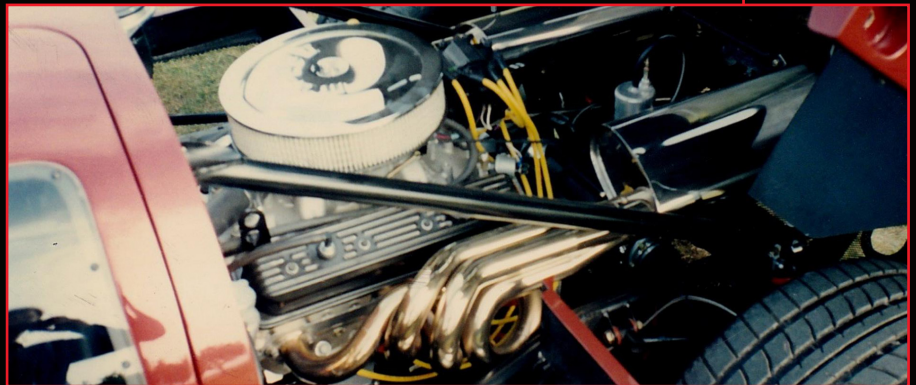
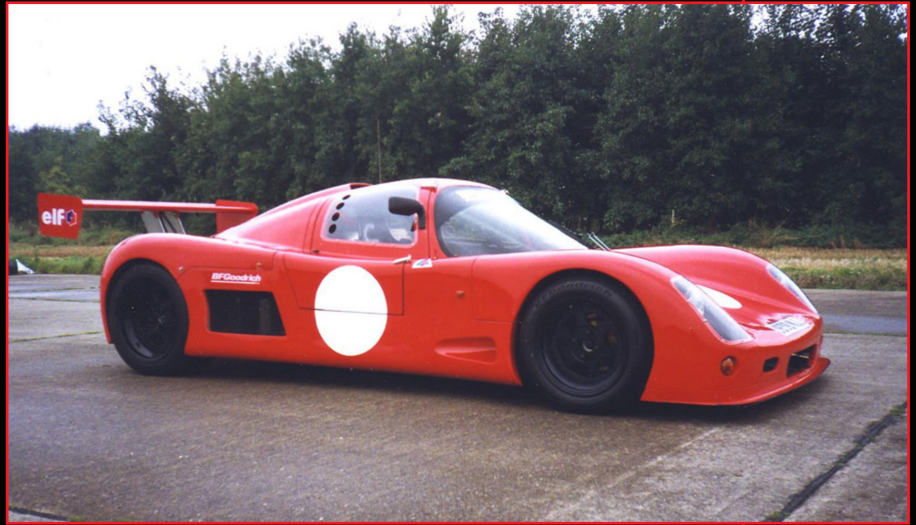
Total Ultima sales to date under the ownership of Lee Noble between 1983 and 1992 is just 26 units, including a total of 13 Mk3 kits.

This is the end of any involvement in the future development of the Ultima by Lee Noble.

Ultima Sports is formed by Ted and Richard Marlow, based in premises at Long Itchington, Warwickshire.

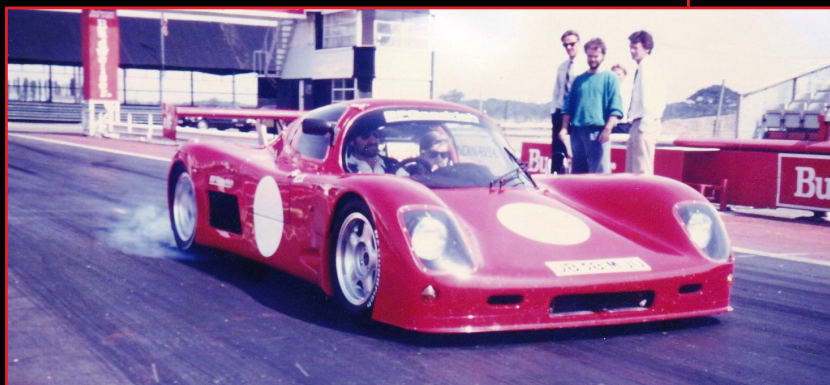
The company goal is to produce a complete, affordable road-going supercar to be supplied in component form to an exceptional quality, utilising all-new purpose-designed components for home assembly. No donor parts from breakers yards were to be used again.

Ted Marlow's Ultima Mk3 was initially used as a demonstrator and as a development car.





Not only would the Ultima be capable of being faster than any other road car available, but the design would now allow a relatively straightforward form of construction that would enable customers with no previous experience to build their own supercar at a fraction of the cost of any others.

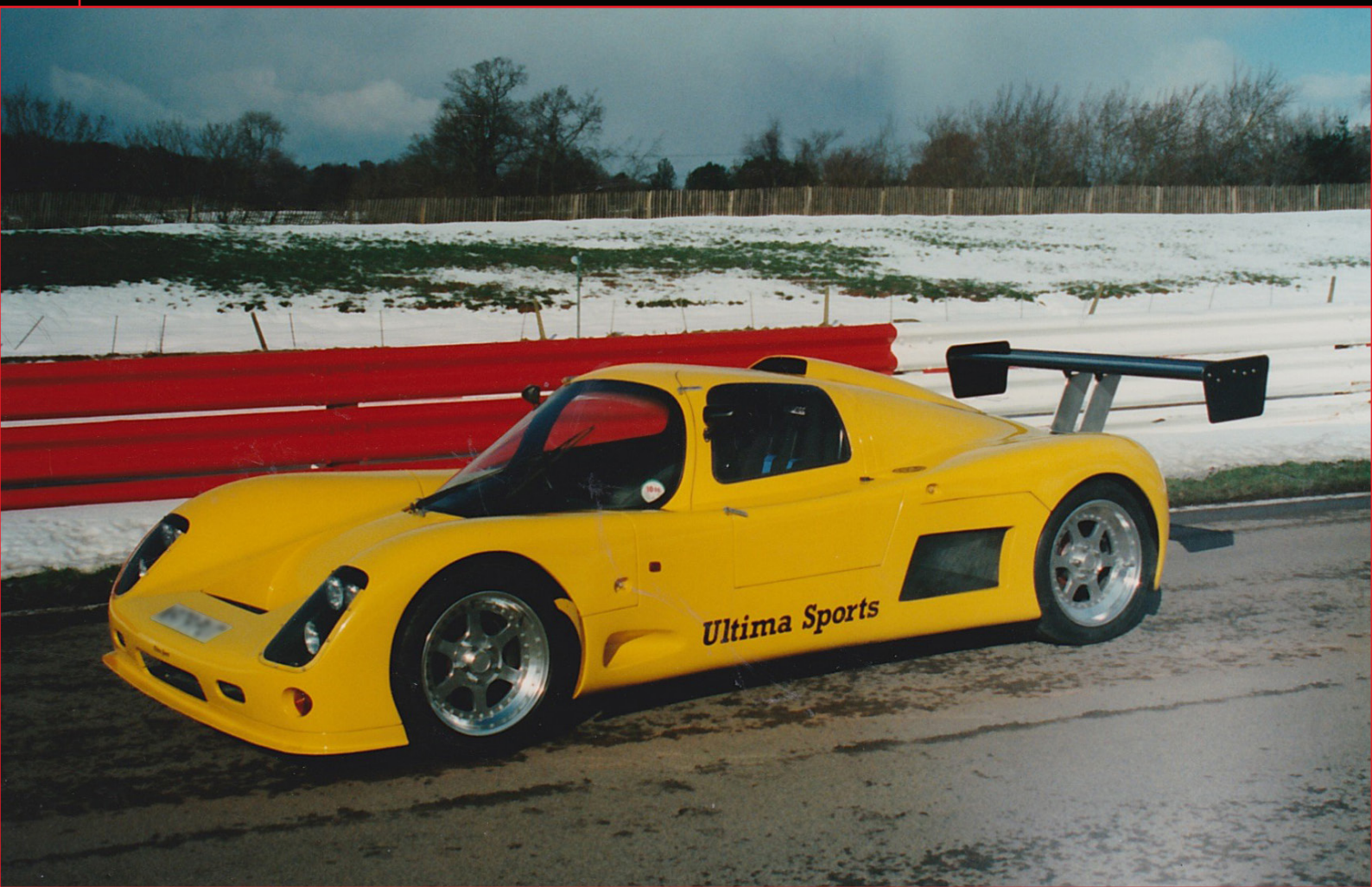


A new chassis jig was developed to incorporate the fitting of the Chevrolet V8 engine, Porsche transaxle, twin fuel tanks, steering system, cooling system, pedals, gear change, suspension, seats and body fixings.

All major components are designed from scratch to suit a small-block Chevrolet V8 and Porsche transaxle in order to productionise the car.



The new company introduced a revised design to make the Ultima more road orientated and civilised, including a five-speed Porsche G50 transaxle, an air conditioning option, improved headlights, luggage compartments, gas ram-assisted doors, weather seals, lockable doors, a handbrake, adjustable suspension, improved ride quality, provision in the wiring harness for an in-car entertainment system, wiper system, fog lights and trim options.



Due to all the fundamental changes and improvements over the Ultima Mk3, a new model designated the Ultima Sports is launched. The order book of Ultima Sports Ltd is now officially opened.



//

A very talented sports car engineer called Steve Smith who Ted had met through his racing exploits was instrumental in helping us get Ultima Sports off the ground, and everything was re-engineered by our team to the point where we could confidently open our order books to clients. This period behind closed doors formed the building blocks for what Ultima has become today.

I still work closely with Steve to this day, particularly with the new RS model.

//

Richard Marlow – CEO, Ultima Sports

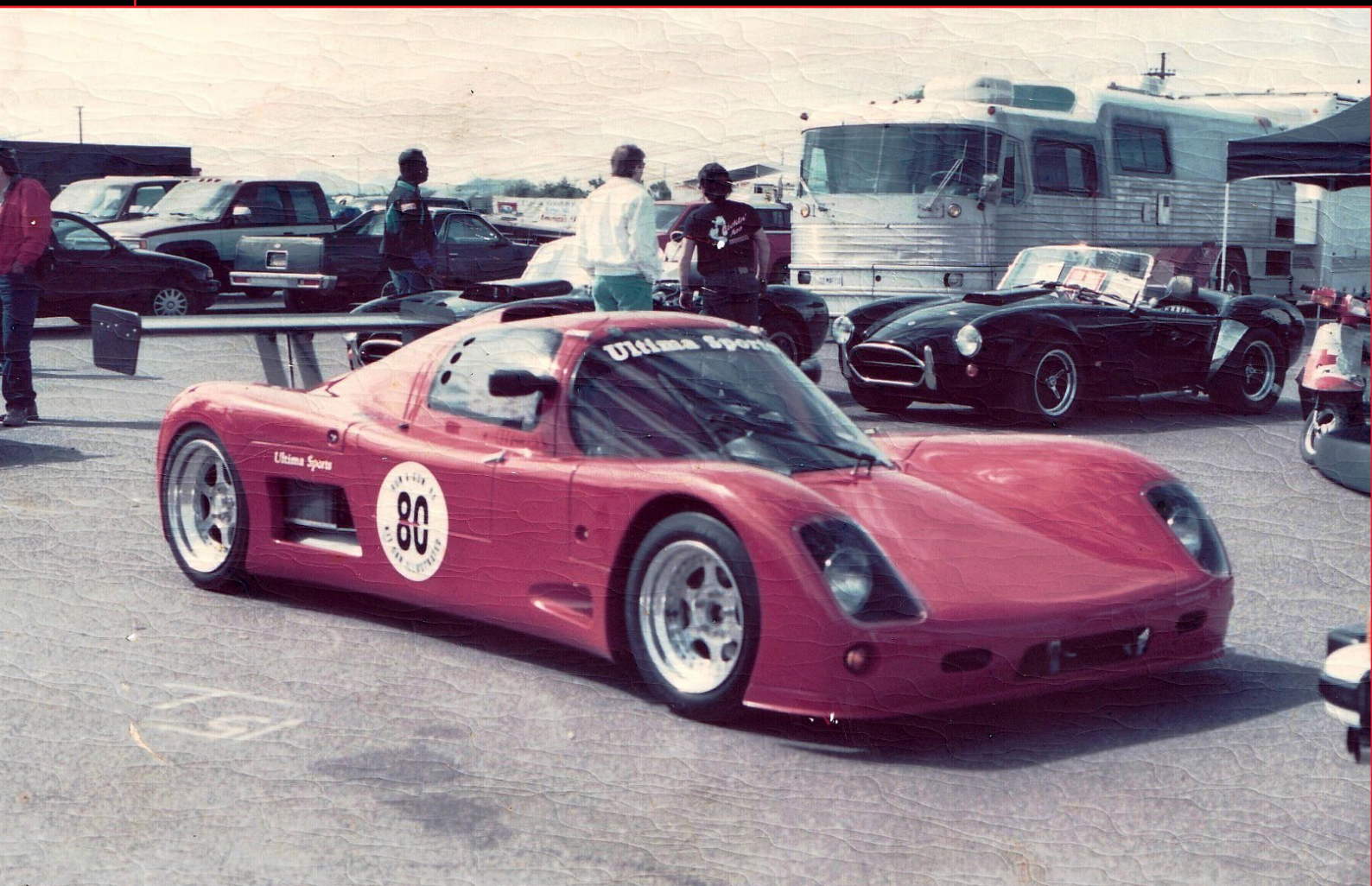
Ultima
Sports



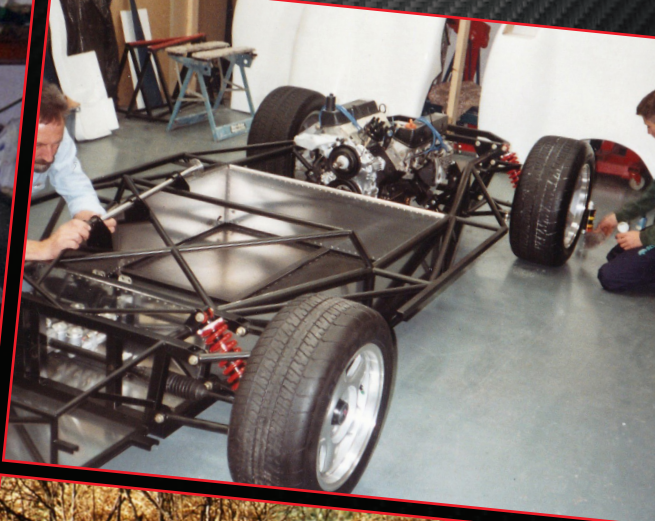
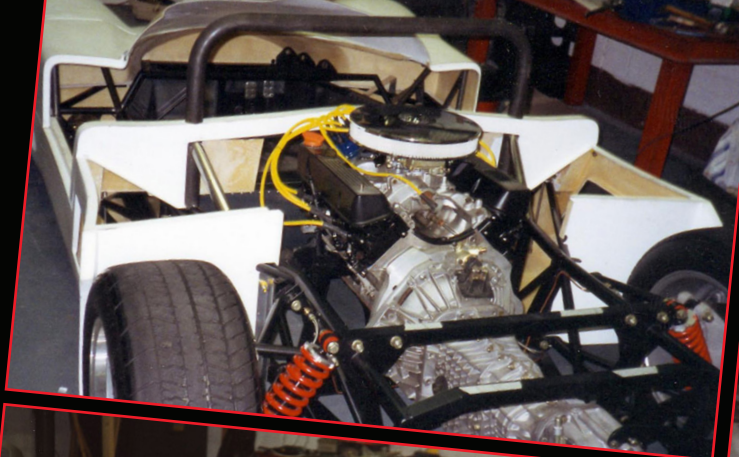


1993

Ultima Sports relocates to a new premises in Hinckley, Leicestershire to support increases in demand.



A left-hand-drive Ultima Sports variant is now developed and announced for worldwide export.



Work starts on the Ultima Spyder. Only one prototype race Spyder had been produced by Noble Motorsport and a great deal of re-design had to be incorporated before it would be ready to launch.

The Ultima Spyder initially launches as a budget build, utilising Rover 3.5-litre V8 power and a Renault UN1 transaxle.

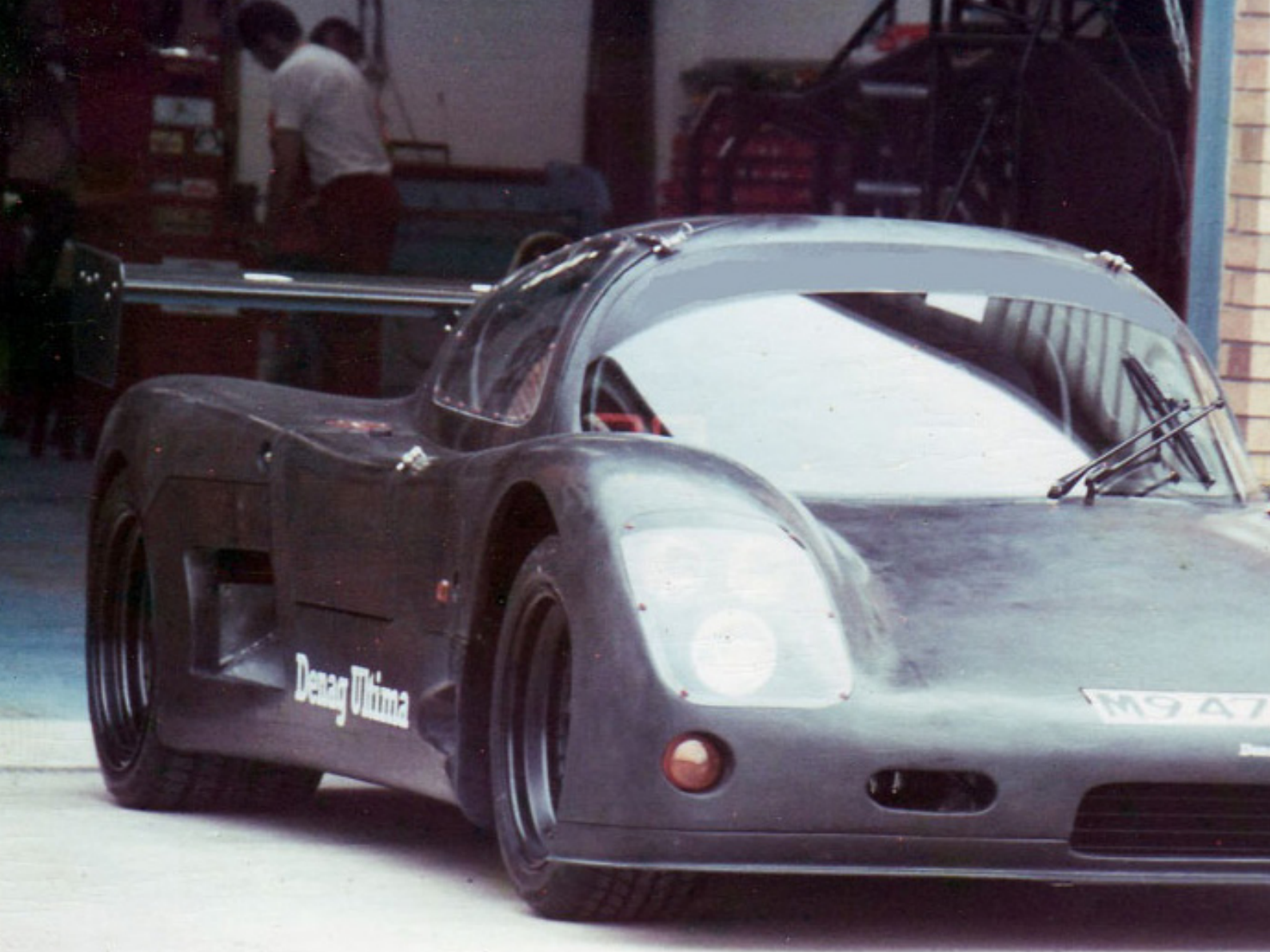
The Ultima Sports and Ultima Spyder are tested in the wind tunnel at the Motor Industry Research Association (MIRA) proving ground to aid future development of the marque.





The first customer turn-key car supplied.

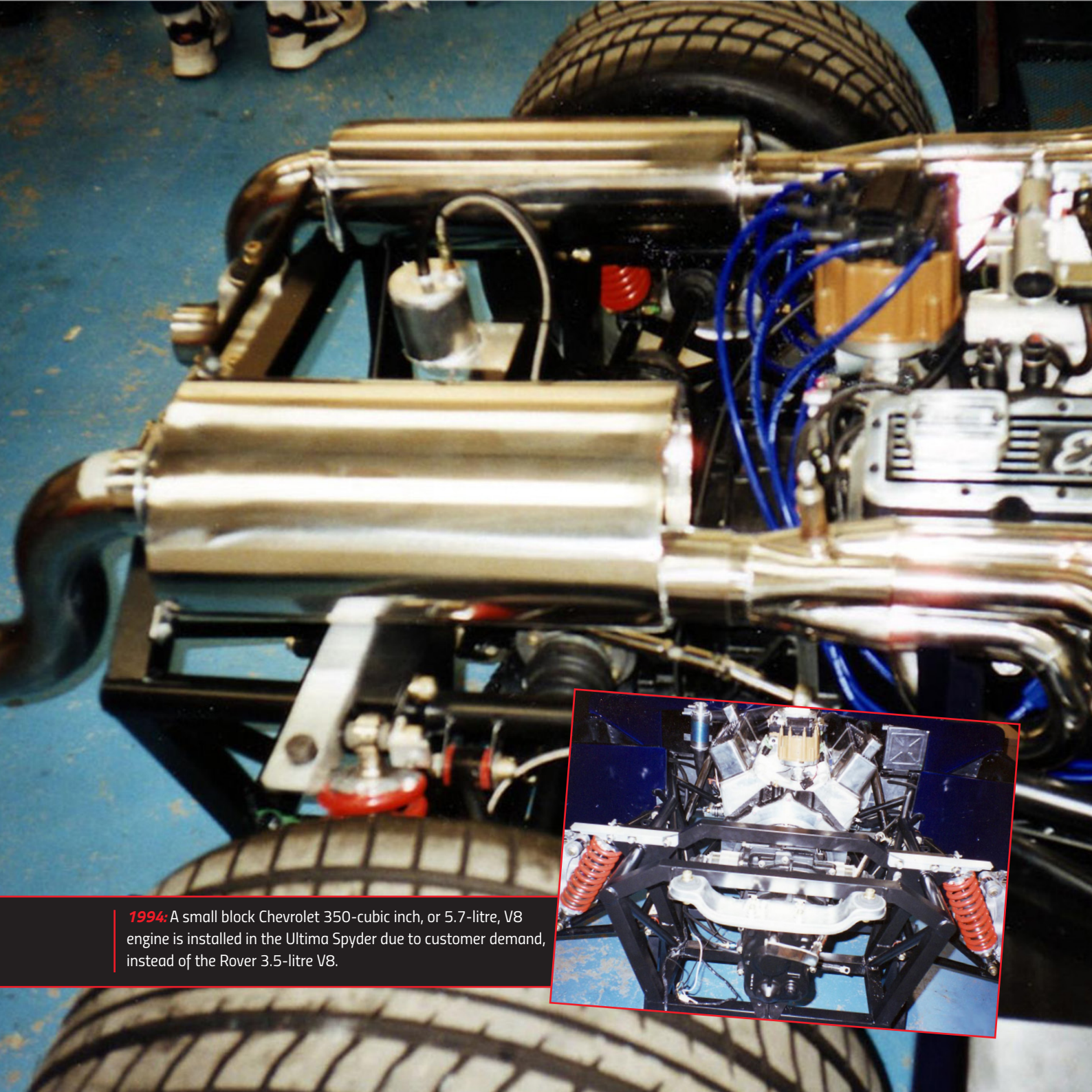




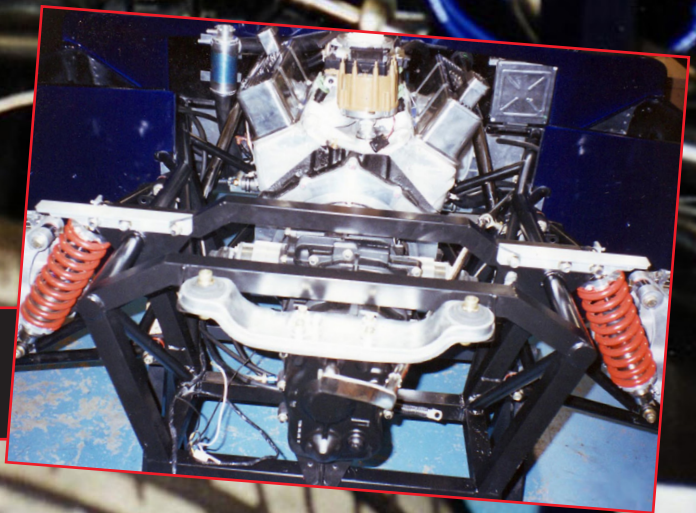


1994-97

In 1995, Ultima Sports bodywork is produced in carbon fibre as a one-off design exercise. The high cost of this form of construction did not warrant the carbon body option to be supplied in the kit, so this project was abandoned.



1994: A small block Chevrolet 350-cubic inch, or 5.7-litre, V8 engine is installed in the Ultima Spyder due to customer demand, instead of the Rover 3.5-litre V8.





1996:

Jonathon Palmer, ex F1 driver and chief test driver for the McLaren F1, purchases an Ultima Sports for personal use.



1997:

The number of Ultimas sold by Ultima Sports reaches over 150.





Ultima

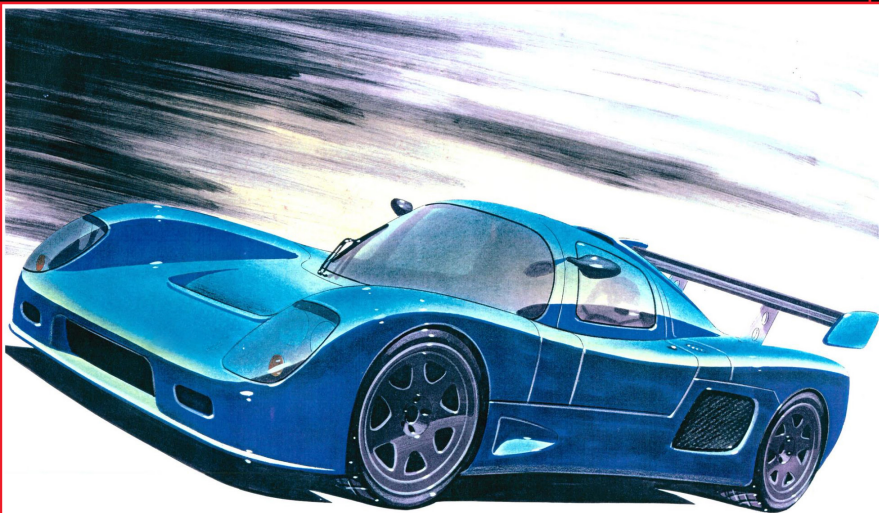
P413 DNN

Ultima
N50 JAC



1998

Ultima Sports moves to new larger custom-built premises across the road from the old factory unit in Hinckley, Leicestershire.



Ultima Sports Ltd

Work starts on designing and building a new model to replace the Ultima Sports, designated the Ultima GTR. The design changes focus on increasing the aerodynamic downforce, enhancing the engineering integrity, complying with the latest regulations and improving the ease of build for home assembly over that of the Ultima Sports.

Left:

Initial concept drawings for the new Ultima GTR model.



Ultima Sports Ltd



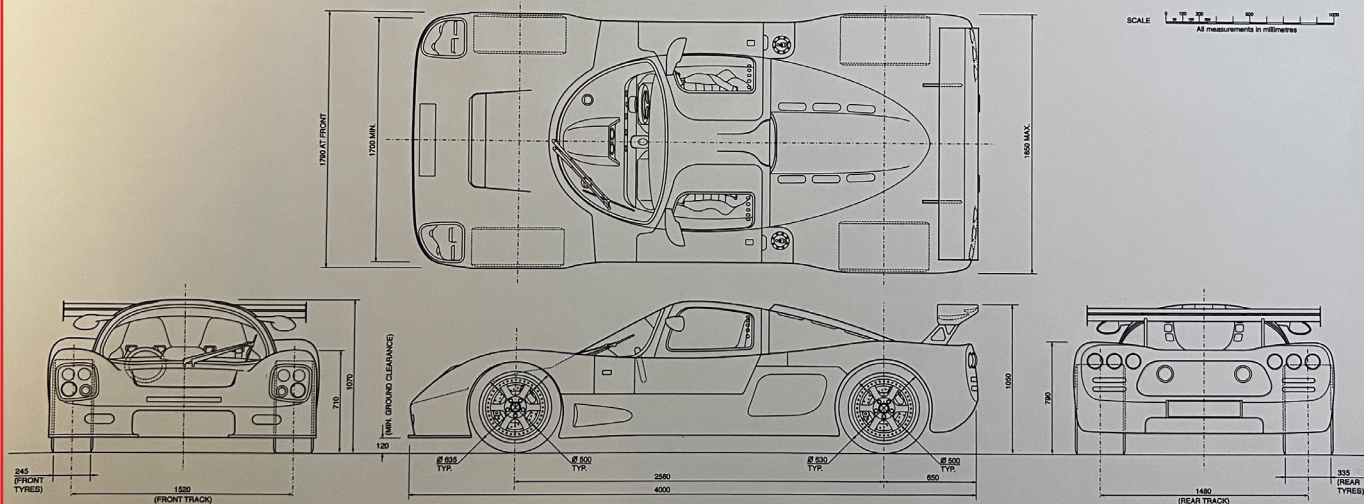
© Simon Roulstone 2005

ULTIMA GTR

- ALL DIMENSIONS IN MILLIMETRES (MM)
 - DIMENSIONS PROVIDED ± 30 mm
 - TOLERANCE FROM MEASURING FROM PAGE ± 100 mm TO SCALE
- MEASUREMENTS TAKEN FROM ULTIMA GTR CAR MADE AVAILABLE BY
ULTIMA SPORTS LTD. AS OF 25/1/2005

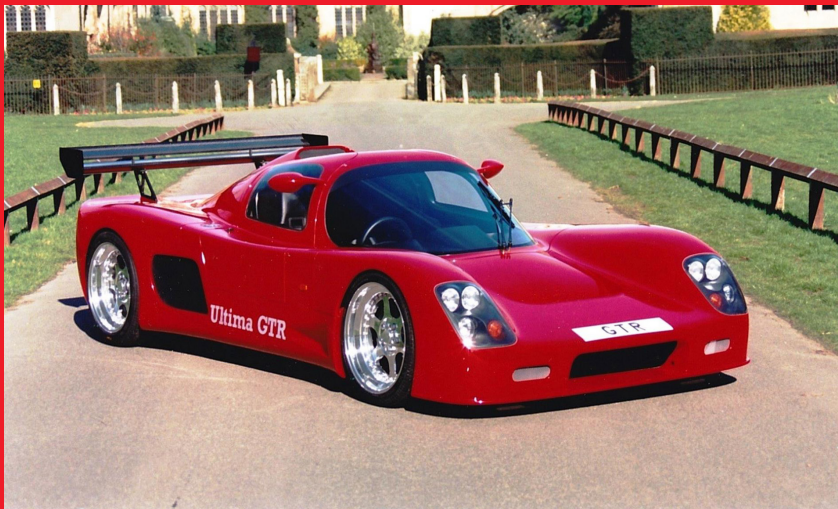
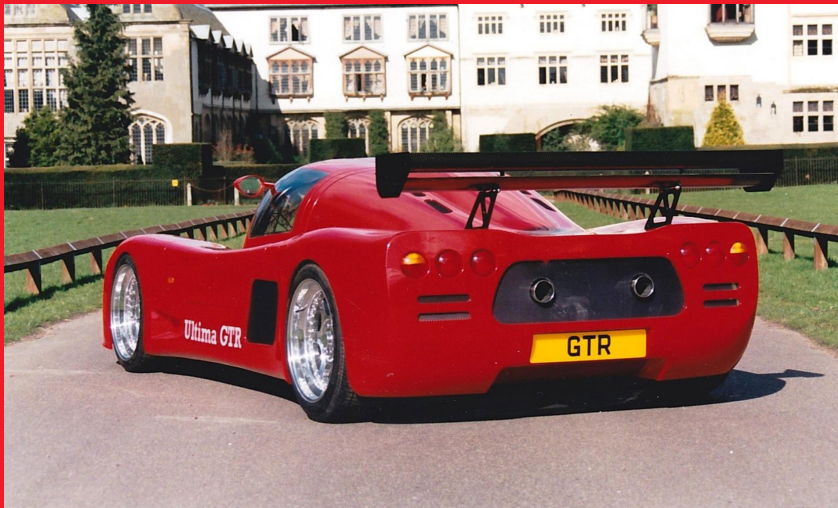
LENGTH: 4000mm
WIDTH: 1780mm
FRONT: 1780mm
MIDDLE: 1700mm
REAR: 1850mm
HEIGHT: 1070mm
MINIMUM CLEARANCE: 120mm

FRONT TYRE: Typically - 245/52ZR18
REAR TYRE: Typically - 335/50ZR18
FRONT TRACK: 1520mm
REAR TRACK: 1480mm
WHEELBASE: 2560mm



The bodywork was designed in-house to full scale.
During development, the Ultima GTR was tested at the renowned MIRA proving ground using its extensive facilities such as a full-size wind tunnel and skidpan.





Ultima GTR is production ready and launched.



The Ultima GTR was to be a much more refined car, with a greater performance potential than the Ultima Sports it was to replace.





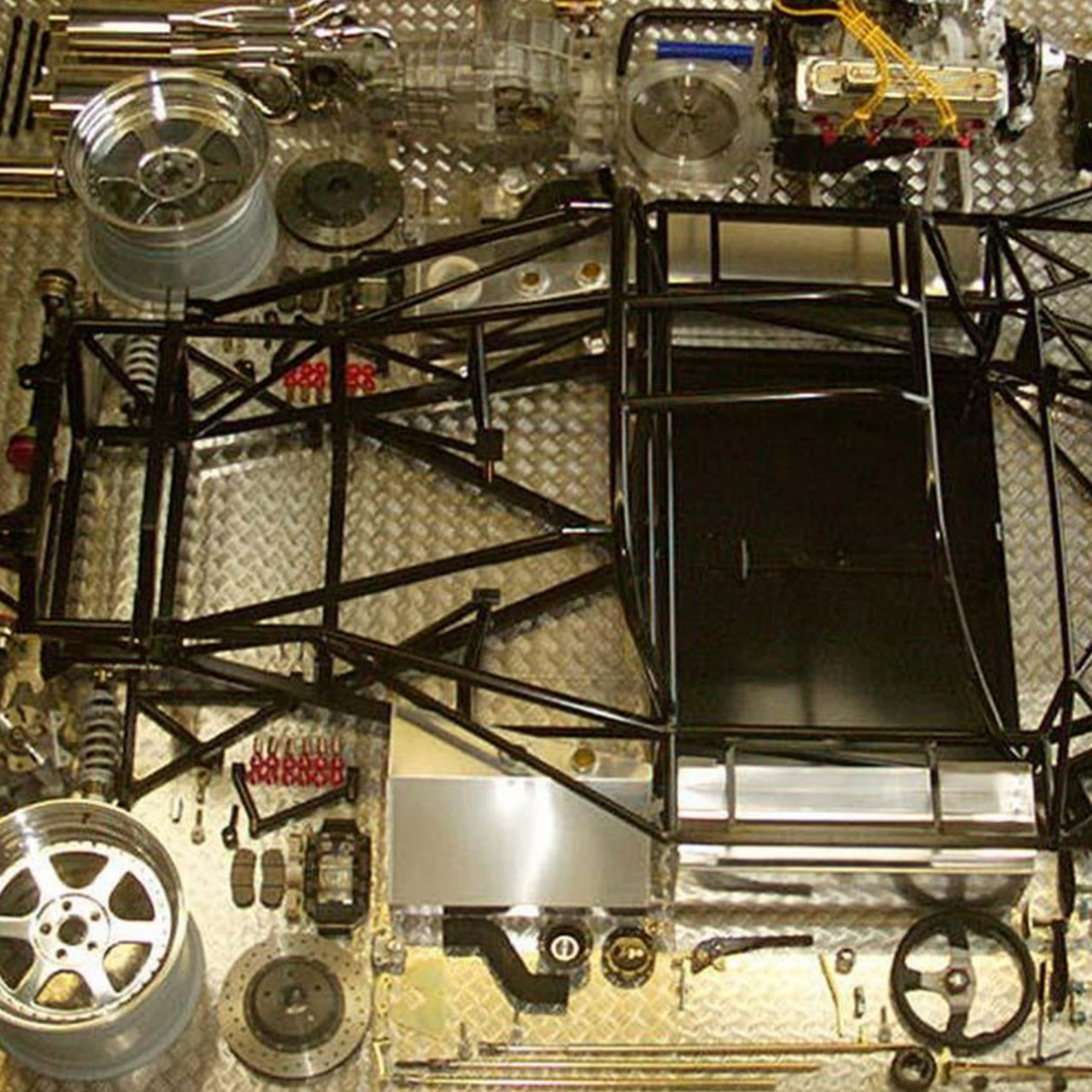
1999

New high-quality body panel design launches in polished GRP with a flawless finish that does not require painting – unique in the automotive world.





An Ultima Sports wins the Modern category of the Targa Tasmania race. This race is regarded as the toughest tarmac road rally in the world, covering over 2000 kilometres in six days.





2000

The Ultima GTR self-assembly supercar package is universally acknowledged to have reached a new market-leading level of engineering excellence.



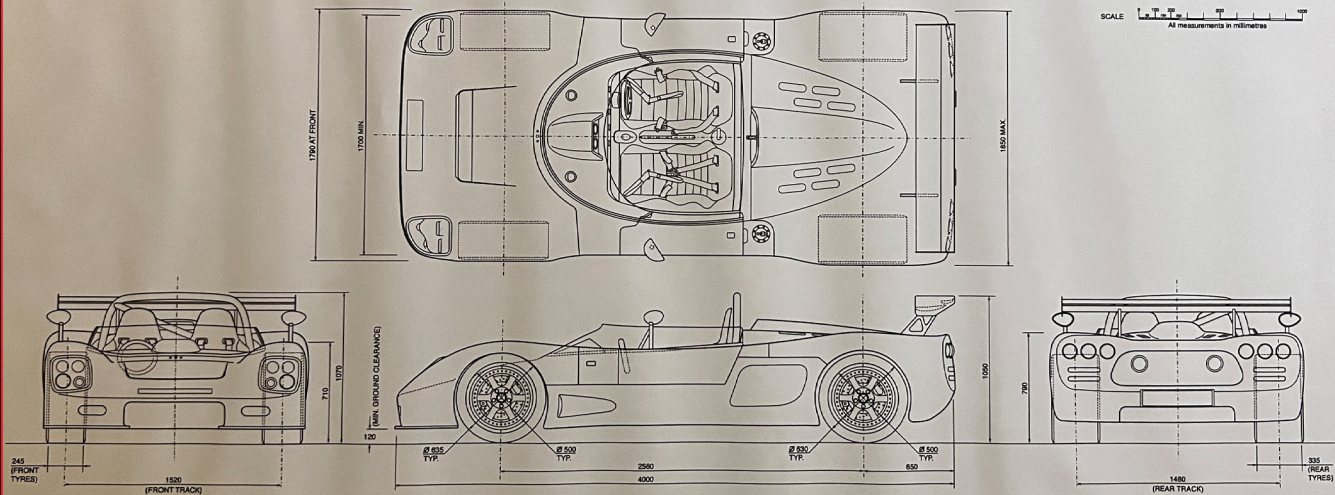
© Simon Routstone 2005

ULTIMA CAN-AM

- ALL DIMENSIONS IN MILLIMETRES (MM)
 - DIMENSIONS PROVIDED $\pm 20\text{mm}$
 - TOLERANCE FROM MEASURING FROM PAGE 1100mm TO SCALE
- MEASUREMENTS TAKEN FROM ULTIMA CAN-AM CAR
MADE AVAILABLE BY ULTIMA SPORTS LTD. AS OF 25/1/2005.

LENGTH: 4000mm
WIDTH:
FRONT: 1700mm
MIDDLE: 1700mm
REAR: 1850mm
HEIGHT: 1070mm
MINIMUM CLEARANCE: 120mm

FRONT TYRE: Typically - 245/52ZR18
REAR TYRE: Typically - 335/50ZR18
FRONT TRACK: 1520mm
REAR TRACK: 1480mm
WHEELBASE: 2560mm



Work starts on designing and building a new model to replace the Ultima Spyder, designated the Ultima Can-Am. The design changes were undertaken with a view to increasing the aerodynamic downforce, enhancing the engineering integrity, complying with the latest regulations and improving the ease of build for home assembly over that of the Ultima Spyder.

A key feature was the development of a system for quickly changing from the wind deflector to a full glass windscreen. The full screen option would make it possible to later design and fit a soft-top option.





Ultima Can-Am



The Ultima Can-Am was to be a much more refined car with a greater performance potential than the Ultima Spyder that it replaced.





2001-03

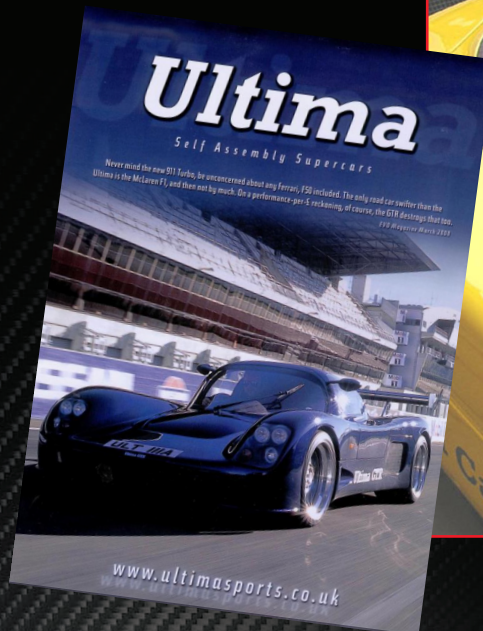
2001: The Ultima Can-Am launches with new left-hand-drive and right-hand-drive versions, first shown at the Stoneleigh motor show.



The Ultima Can-Am soft-top is designed and launched.

The Ultima GTR and Ultima Can-Am brochure is released.

Total Ultima sales reach over 400.



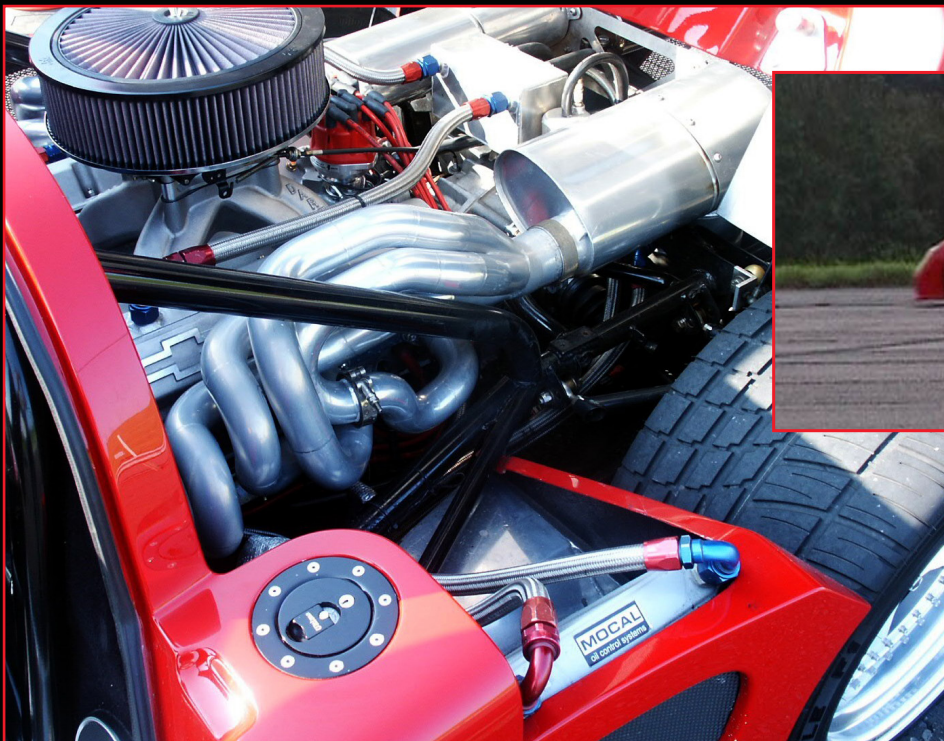






2004

Ultima Sports demolishes the 0-100-0mph world record, with a standard production specification 640bhp Ultima GTR. Driven by Richard Marlow, it creates a huge media frenzy and a worldwide stir in the automotive world.



The test is conducted, overseen and verified by an official from Datron Technology, and the latest state-of-the-art GPS timing gear is utilised to achieve and ensure maximum accuracy. A submission was made to the world-renowned Guinness Book of Records.

The factory-built Ultima GTR sets a new world record time of 10.3 seconds for the 0-100mph-0 sprint, smashing the previous record by half a second.

The British-built supercar stormed from 0-60mph in 2.8 seconds, reaching 100mph from standstill in an incredible 5.9 seconds, before coming back to rest a mere 4.4 seconds later. The 100mph-0 braking time, not including the driver's reaction time, was just 3.97 seconds.

All of the times were set by a standard, factory-built, fully road-legal, road-tyred Ultima GTR, built using all of the high-spec factory-specified and proven parts. The car was even equipped with heavy luxuries such as air conditioning, but no traction control devices, launch control systems or ABS braking aids were used. The car was fitted with its recommended Porsche G50 5 speed transaxle and normally aspirated 640bhp 377 cubic inch Chevrolet V8 engine. Thus, this Ultima was named the Ultima GTR640.

This record time beats the legendary £630,000 McLaren F1 road car by well over a full second at less than one tenth of the cost!

ULTIMA 0 - 100 - 0



Hein LeRoux
Guinness World Records
338 Euston Road
LONDON
NW1 3BD

Ultima Record Attempt

Hello Hein,

The 0 to 100 mph to 0 record was attempted earlier this week at Bruntingthorpe using an Ultima GTR road car. The vehicle was road legal and fitted with road tyres, the vehicle was in fact driven to the test track.
The test was in my view conducted in a fair and proper manner and the attached results are backed up with the raw data files that cannot be modified.

Venue: Bruntingthorpe Date: 18th August 2004
Vehicle: Ultima GTR Driver: Richard Marlow

Test Equipment: Microsat GPS System

Witnessed: Mark Hargreaves

Can you please look at the results, and if accepted present Ultima with an appropriate certificate.

Best Regards,

M. Hargreaves
Mark Hargreaves



ULTIMA 0 – 100 – 0



Vehicle
Test Distance
Time File
Top Speed
Info
Test Time

ULTIMA 0 – 100 – 0 RECORD ATTEMPT
246.17 m
C:\DATA\ULTIMA\ULTIMATWO-026T.csv

101.2 mph
Bruntingthorpe, 16th August 2004, Driver: Richard Marlow
10.307 seconds

Time(s)	Speed(mph)	Distance(m)	At(m/s ²)	#sats
0	0	0.34	8.069	9
0.333	5	1.09	10.15	9
0.554	10	2.41	9.532	9
0.787	15	4.27	9.485	9
1.025	20	6.51	10.037	9
1.248	25	9.13	10.479	9
1.462	30	12.53	9.285	9
1.697	35	17.14	8.201	9
1.971	40	21.75	9.245	9
2.213	45	26.54	9.97	9
2.439	50	32.24	8.932	9
2.683	55	38.53	9.177	9
2.928	60	51.72	3.493	9
3.396	65	60.66	7.274	9
3.693	70	72.42	6.451	9
4.055	75	85.13	6.036	9
4.422	80	98.74	6.021	9
4.791	85	113.34	5.941	9
5.165	90	129.79	5.475	9
5.562	95	148.76	5.092	9
5.997	100	163.91	-2.608	9
6.335	95	170.9	-12.854	9
6.495	90	177.03	-14.716	9
6.644	85	183	-14.737	9
6.797	80	188.92	-14.028	9
6.957	75	194.79	-13.285	9
7.125	70	200.52	-12.664	9
7.302	65	205.96	-12.393	9
7.483	60	211.2	-11.913	9
7.671	55	216.17	-11.561	9
7.864	50	220.9	-11.094	9
8.066	45	225.2	-11.044	9
8.268	40	229.19	-10.622	9
8.478	35	233.44	-8.57	9
8.731	30	237.06	-8.933	9
8.982	25	239.97	-9.481	9
9.219	20	242.2	-10.153	9
9.44	15	243.9	-10.325	9
9.656	10	245.15	-10.055	9
9.878	5	245.92	-9.923	9
10.103	0	246.17	-9.781	9
10.307	0			



Ultima Sports Ltd embarked upon a mission to prove that the Ultima could accelerate, decelerate and corner more rapidly than every other supercar on the planet – and succeeded.

In 2004, I decided to demonstrate how fast the Ultima GTR was by putting it up against the stopwatch via independent official Guinness timekeepers in controlled conditions, using GPS equipment. I had every confidence that it could beat all other road-going supercars on the market at that time.

The day I officially broke the 0-100mph-0 world record on my first attempt was magical and made me realise how much untapped potential that the Ultima had, as the 0-100mph-0 sprint is an excellent indicator for the all-round performance envelope of a sports car.

An important point that I made with all of our world attempts, was to drive the Ultima to and from each test venue on the public roads, which I feel is in the right spirit, this is something that other manufacturers never seem to do.



Richard Marlow – CEO, Ultima Sports



Ultima GTR

www.ultima.net

www.ultima.net



2005

The Ultima GTR640 launches and several world records are established. It's officially verified as the world's fastest supercar.





The Ultima GTR685 is developed and Richard Marlow sets another new world record for the 0-100mph-0 sprint of 9.8secs, eclipsing the GTR640's time of 10.3secs.

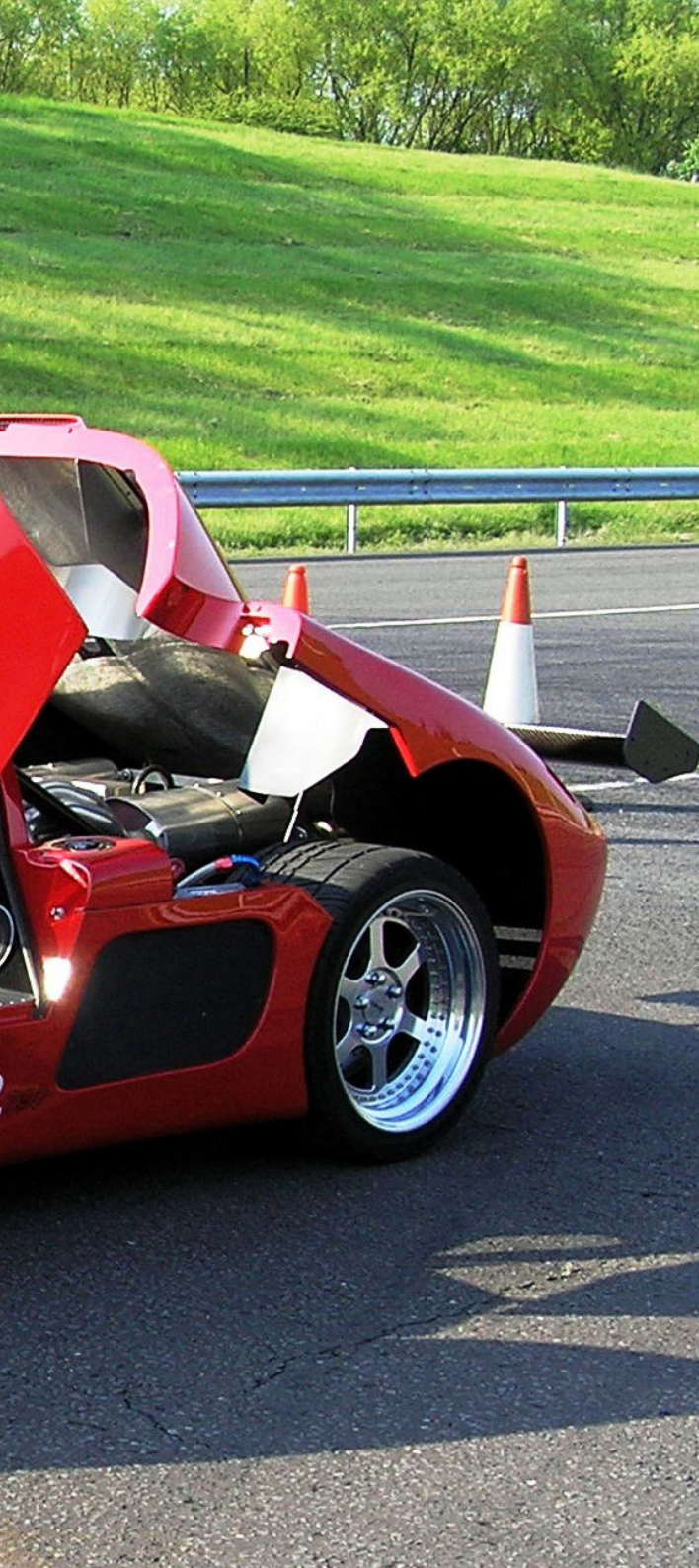
With this record, the Ultima factory proves beyond any doubt that the Ultima GTR is the fastest accelerating and decelerating road car on the planet. This is the first ever sub-10-second 0-100mph-0 recorded in the world!

It appears at the MPH Motor Show in the live arena as a main attraction and performs an indoor acceleration record, during which, all world speed records are endorsed by Top Gear TV presenter Jeremy Clarkson.





Ultima GTR



2006

The Ultima GTR720 is launched.

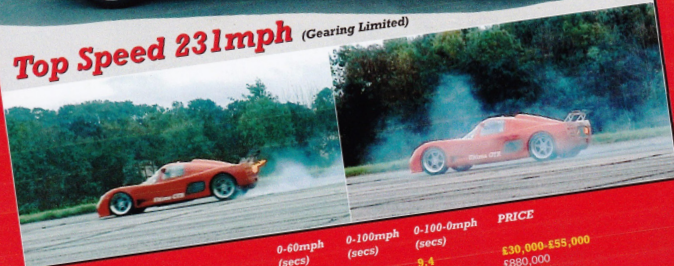


Ultima GTR 0-100mph-0 World Record Holder!

www.ultimasports.co.uk



Top Speed 231mph (Gearing Limited)



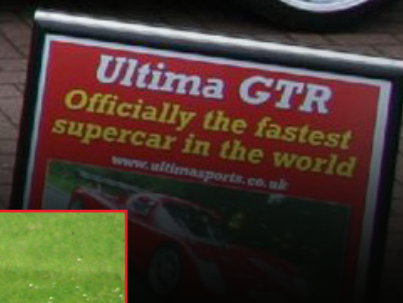
	0-60mph (secs)	0-100mph (secs)	0-100-0mph (secs)	PRICE
Ultima GTR	2.6	5.3	9.4	£30,000-£55,000
Bugatti Veyron	2.8	5.5	9.8	£880,000
McLaren F1 LM	3.2	6.3	11.5	£750,000
Koenigsegg CC85	3.3	6.4	*	£350,000
Ferrari Enzo	3.4	6.7	*	£250,000
Saleen S7	3.6	7.7	*	£290,000
Jaguar XJ220	3.7	7.3	*	£350,000
Porsche Carrera GT	3.7	7.4	11.8	£196,900
Pagani Zonda	3.7	7.5	13.1	£265,000
Ruf R Turbo	3.7	8.5	13.8	£320,000
Ruf R F40	3.8	7.8	*	£315,000
	3.8	8.0	12.1	£162,000

Richard Marlow sets a 0-100mph-0 world record for the third year in succession in just 9.4secs, setting a catalogue of new road car acceleration world speed records in the process.

The Ultima GTR720 records an independently-verified 206mph at Bruntingthorpe Airfield.

The Ultima GTR720 sets another world-beating statistic, logging a road car skidpan world record of 1.176g lateral grip around a 200ft diameter circle, at the Chertsey test facility, driven by Richard Marlow.

Marlow also sets a new standing quarter mile production car record in the Ultima GTR720 demonstrator of 9.941 secs @ 143mph.



***Ultima GTR720
performance figures achieved:***

0-60mph: 2.6secs

0-100mph: 5.3secs

0-150mph: 10.4secs

30-70mph: 1.8secs

0-100mph-0: 9.4secs

Standing Qtr Mile: 9.9secs @ 143mph

100mph-0: 3.4secs

Skidpad 200ft Diameter: 1.176g

***Officially verified as
the world's quickest supercar.***





2007

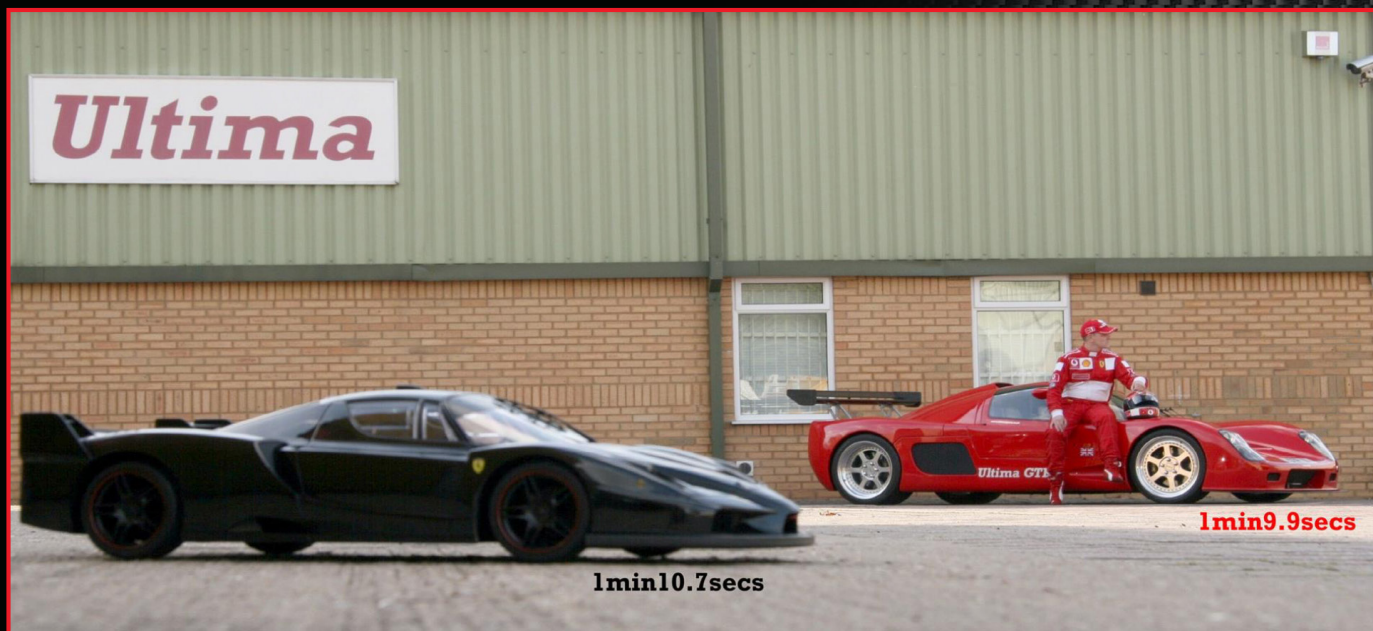
A new Chevrolet LS Ultima engine range is designed and introduced, including the Chevrolet LS1, LS2, LS3, LS6 and LS7 engine options which offer anything from 345bhp to 800bhp, while also complying with the latest worldwide emission regulations.



Ultima hires Le Mans 24 Hour winner Andy Wallace to test the Ultima GTR720, to validate the superb handling and braking characteristics.

An Ultima GTR720 demonstrator smashes the Top Gear test track lap record at Dunsfold Aerodrome by almost five seconds, creating a huge worldwide stir.





I always get asked why Top Gear refused our participation on their TV show, but the fact is that we were never refused entry but neither were we offered an invite at the lap record attempt either despite several formal requests to do so.

I felt that we couldn't wait any longer as I knew the ability of the Ultima GTR and I was being asked hundreds of times every single week from Ultima fans around the world eager to see what it could do, so I took matters into our own hands. Frustrated at no invite, I hired the off-duty BBC camera crew and the track at mega expense (I'm talking the same type of expense as buying a brand-new family car). We smashed the record on our first flying lap which certainly ruffled some feathers.

There was an online rumour mill that we must have had slicks fitted to achieve a 1mins 12.8 second time, which most certainly wasn't the case. I had driven it to and from the circuit after all on the same rubber.

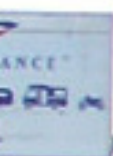
I seized a chance to prove it beyond any doubt when I saw Michael Schumacher take his Ferrari FXX slick-shod track car around in a 1min 10.7 second time on TV. I fancied our chances at beating that and it planted a seed.

Getting onto the Dunsfold track the second time proved even more difficult and even more costly due to the aftermath of our previous lap record, but luckily we pulled in a last minute favour from some contacts at McLaren and used some of their allotted track time to try to beat the Ferrari FXX.

We only had one hour of track time but managed it in the first 10 minutes. It was exactly the same Ultima GTR720, but this time with slicks fitted and we went almost three seconds quicker. This silenced all the critics once and for all.



Richard Marlow – CEO, Ultima Sports





2008

The outright Nürburgring Nordschleife road car lap record is attempted in the Ultima GTR720 demonstrator.



This event creates a huge avalanche of media attention whilst at the 'Ring, as news of the lap record attempt is leaked out to the press and spread across the globe.

Unfortunately, the attempt is abandoned due to a torrential downpour on the day that the track was exclusively hired.





//

[The GTR720 is] the most powerful and by far the fastest road car I have ever driven. It's an absolute missile and a huge buzz to drive! The great balance, power and sensational braking make this car staggeringly fast around the track. The guys at Ultima Sports have produced a very special machine indeed.

//

Tom Coronel – Pro 'Ring Driver

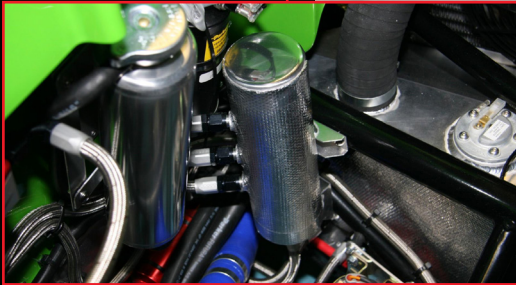
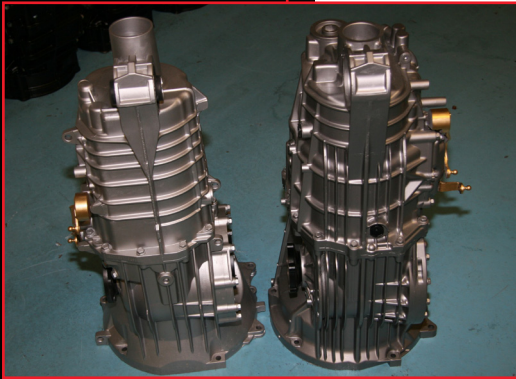






2009-12

Ultima Sports continues to flourish. The Ultima GTR and Ultima Can-Am are attracting interest in new emerging worldwide markets including Russia, China, Brazil and the Middle East, resulting in increased demand.



Various components are developed to enable the latest Porsche 996- and 997-series manual transaxles to be used in the Ultima, as well as upgrades to several other existing components.





Ultima is approached by The Microsoft Corporation, resulting in the Ultima being included in the world renowned Forza 4 Motorsport computer game, helping to gain huge worldwide recognition for the brand.

Ultima Sports engages in social media for the first time which proves to be extremely successful and a superb resource.

The Australian road registration rules regarding the Ultima are finalised, resulting in a new growing market, aligned with some recommended Australian points of contact for customers.







2013

30th anniversary Ultima celebrations take place, complete with the first Ultima ever produced present. Lee Noble is reunited with this model during the event.

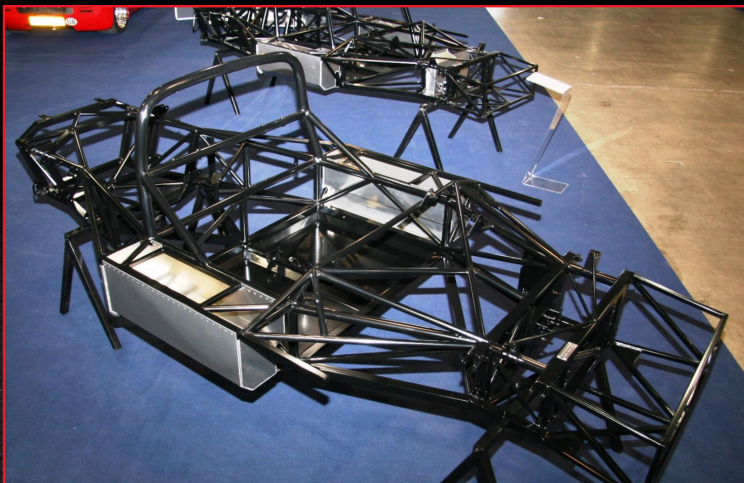


Notably, not one single component is the same on a modern-day Ultima GTR or Ultima Can-Am as on this old model which demonstrates the vast scale of development undertaken by Ultima Sports in the pursuit of excellence.



Nico Rosberg and Lewis Hamilton are new admirers of the Ultima GTR.

The Ultima GTR and Ultima Can-Am chassis is improved substantially with a redesign and update, resulting in a chassis with improved torsional rigidity and occupant safety to market-leading standards.







2014-15

Work commences full time behind the scenes in January to produce a new, updated model to replace the Ultima GTR and Ultima Can-Am.

The project brief is to produce a vastly improved and modernised supercar, with even greater levels of fit, finish, quality, safety, driver comfort, usability, practicality, handling finesse and performance.

Ultima Sports launches the new updated model. The new Ultima Evolution will be available in both coupe and convertible form. The Ultima GTR and Ultima Can-Am are both now discontinued.



The Discovery Channel attends the factory to film an episode for *How it's Made: Dream Cars* to capture the manufacturing process for the new Ultima Evolution and convey it to a global audience.







2016

Sales are extremely buoyant for the new Ultima EVO Coupe and Convertible model around the globe.

Ultima sales have now reached over 65 different countries.

Ultima designs and launches a new bespoke Ultima Evolution limited-edition watch. The timepiece has been produced as a partnership between Ultima and historic Swiss watch brand, Louis Erard, fusing British performance and Swiss tradition.

The watch is designed to showcase the DNA of both brands, taking the style of a 1930s two-register chronograph and adding Ultima's avant-garde spirit.

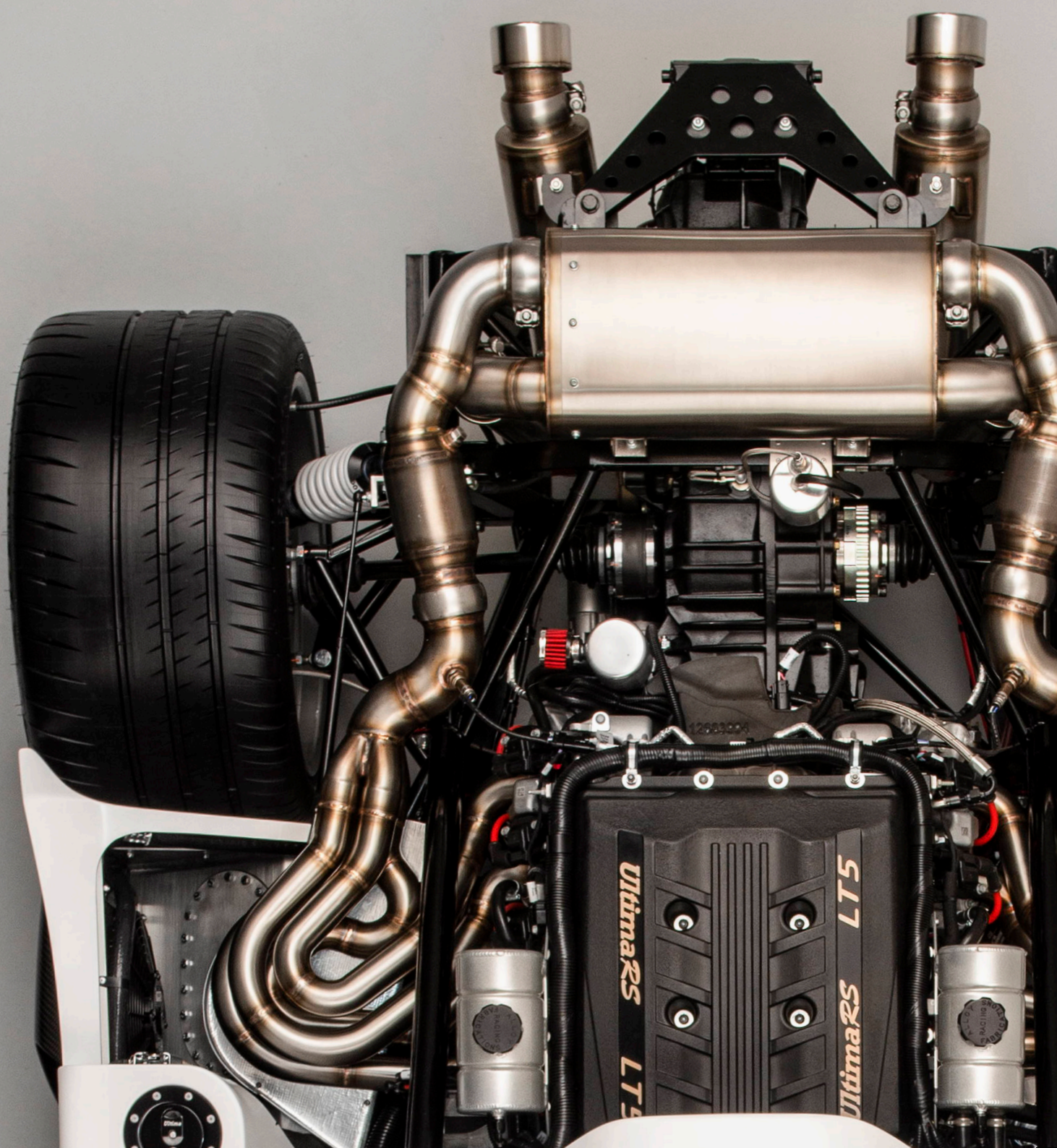
The carbon fibre dial is the perfect backdrop for the two chronograph counters that mirror Ultima's signature gold dash instruments; the hands and scales are finished in Ultima's recognisable frosted silver tones.

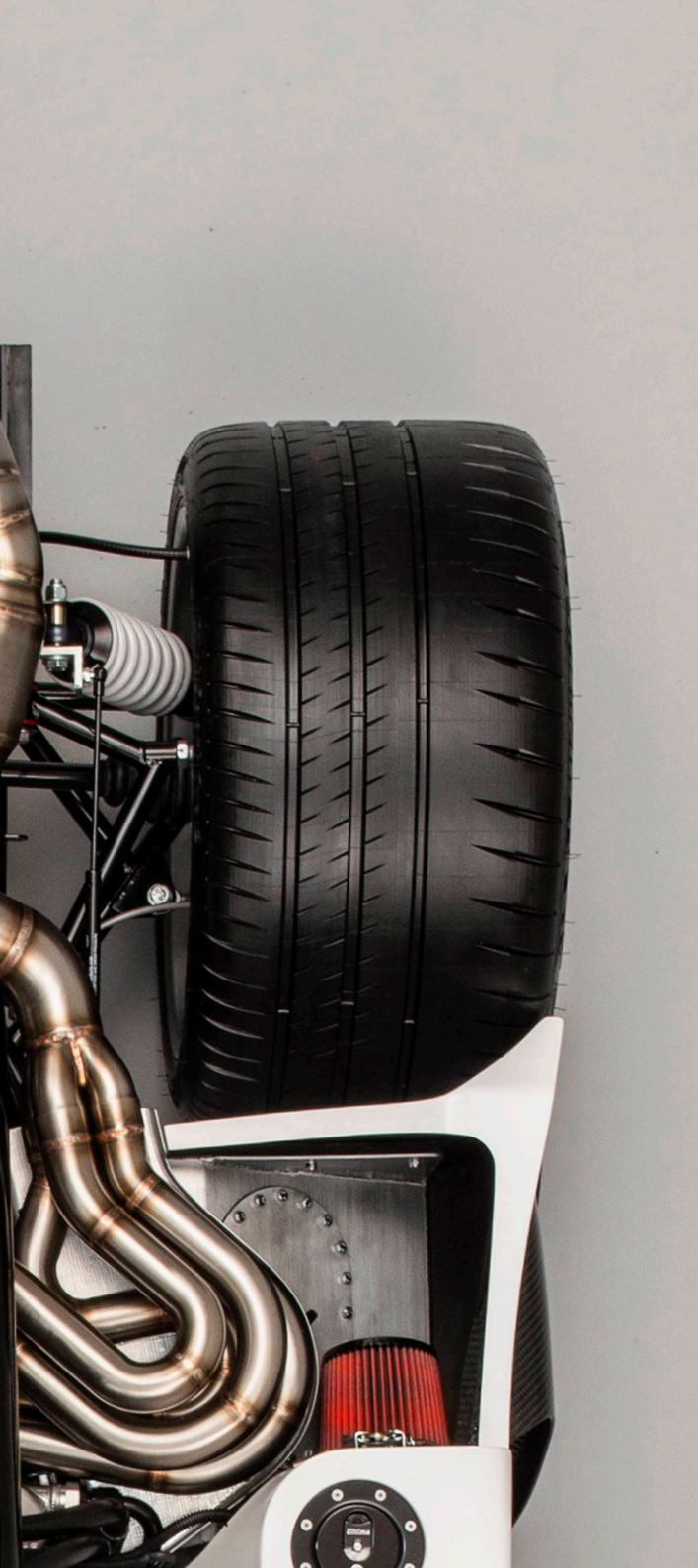


A new Evolution Convertible targa top option is designed and introduced, bringing even more versatility to the Ultima brand.



The Ultima Evolution British supercar is hand selected and invited to be displayed at the Goodwood Festival of Speed event in prime position next to the 2016 Le Mans-winning Porsche 919 race car.





2017-18

With three decades of highly successful sales and performance accomplishments with previous models, the time was right for Ultima to put everything it had learnt into developing a new Ultima RS flagship model.



The new RS was designed in-house to possess market-leading levels of downforce via revised aero systems, perfected in the MIRA wind tunnel.



The Ultima engine bay package was re-engineered for the new incoming RS model to accommodate the latest generation of Euro 6-compliant LT range of direct fuel injection Chevrolet V8 engines. These fantastic, dry-sumped, emission friendly and supremely powerful Ultima engine options further increase the number of countries Ultima can export to.





2019

The new Ultima RS breaks cover, creating waves in the international supercar world.



The Ultima RS is officially unveiled to the public at the prestigious Goodwood Festival of Speed event in July on centre stage to worldwide applause.



The first three Ultima RS production cars roll off the factory production line. All of the new tooling and testing procedures are complete.



Every design facet of the restyled Ultima RS panels results in an increase in performance envelope capability compared to previous generation Ultima models. Performance aside, the RS is a vastly improved and modernised supercar, with even greater levels of style, fit, finish, quality, safety, driver comfort, sophistication, usability, practicality and handling finesse.



An Ultima RS limited-edition chronograph is manufactured. Fusing avant-garde design cues from the new RS supercar with precision watchmaking, this exclusive racing chronograph features an automatic movement, sapphire crystal, stainless-steel case with matte black PVD coating and carbon fibre style strap. Manufactured in collaboration with Swiss watch brand Louis Erard and assembled by hand in Le Noirmont, Switzerland.





A general Merchandise range is also developed for the Ultima Brand.





2020

Despite the Coronavirus pandemic of 2020, Ultima Sports finishes the decade on an all-time high with superb sales and demand. The new Ultima RS supercar has created a global stir, having already been shipped to 35 different countries and rising.





Ultima has truly evolved to become one of the most successful British independent hand-built sports car manufacturers of all time under the ownership and leadership of the Marlow family.

Ultima Sports Ltd continues to go from strength to strength and has set a benchmark and a level of integrity that few in the industry can match.



An interesting fact is that we've sold considerably more units than both Koenigsegg and Pagani. We've also sold more Ultimas than all of Lee Noble's other sports car creations combined. That's certainly something I'm very proud of.



Richard Marlow – CEO, Ultima Sports



Ultima RS









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